

SEVEN DAYS

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CVIII, No. 13 NEW YORK, SEPTEMBER 25, 1919

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The Growing Movement to Prolong Human Life

THE Life Extension Institute was organized five years ago by ex-President William Howard Taft, Professor Irving Fisher of Yale and more than one hundred eminent scientists, physicians and far-seeing men of affairs.

With this primary purpose:—to reduce the Nation's death rate and to raise the level of physical well-being by providing unbiased, standardized, periodic health examinations for men and women in all walks of life.

Two years ago came the decision to advertise. We were asked to assist in the preparation of plans and copy.

Today there are twenty examining physicians instead of two in the Head Office in New York—a staff of 6000 physicians throughout the United States—a record of more than 100,000 people examined.

Advertising has been the good, kindly doctor here, as in so many cases, and we are proud of our part in the operation.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Getting Close to the Best Farmers

The only economical way to the farm market is through the best farm papers—

Because no other class of mediums has over a small percentage of its circulation among farmers.

The Standard Farm Papers

Edited By Men Who Know

not only cover the farm market, but they "get close" to farmers.

They are edited exclusively for farmers, and no one else. Practically every worth-while farmer reads and studies some standard farm paper.

THE STANDARD FARM PAPERS have been for many years the most constructive force in America for building a better agriculture, and better farm homes.

Each one is edited by men who know, to deliver a timely and instructive service to its readers.

Altogether they offer the advertiser a country-wide sales service in one million farm homes, and an unequalled local influence in each community.

The Standard Farm Papers

(Over 1,000,000 Farm Homes)

The Michigan Farmer

Established 1843

Prairie Farmer, Chicago

Established 1841

Pennsylvania Farmer

Established 1880

The Breeder's Gazette

Established 1881

Wallaces' Farmer

Established 1895

The Ohio Farmer

Established 1848

The Wisconsin Agriculturist

Established 1877

Pacific Rural Press

Established 1870

The Farmer, St. Paul

Established 1883

Hoard's Dairyman

Established 1870

Progressive Farmer

Established 1888

**Birmingham, Raleigh,
Memphis, Dallas**

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives
WALLACE C. RICHARDSON, Inc.
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

INDIANAPOLIS

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PRINTERS' INK

Registered U. S. Patent Office

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VOL CVIII

NEW YORK, SEPTEMBER 25, 1919

No. 13

Advertising Necessary to Enterprise Says Samuel Gompers

Labor Chief Tells What Is Holding Back Production

By Samuel Gompers

President, American Federation of Labor

THE function of advertising is now established as an essential to enterprise. No idea, no principle, no commodity can serve its purpose until it finds its place in service. This important function of "selling," as you advertising men generally term it, has developed into a profession with ethical standards, because you who are the directing leaders have recognized that what you seek to incorporate in the life of to-day must lead to constructive conditions in the life of to-morrow. With your idealism, with your difficulties, with your problems, I have a very deep sympathy. For years I sought to "advertise" the cause of labor—to secure publicity for production problems as the workers see them and experience them as well as for their proposals as to those things which concern the welfare of the human element in production.

In considering with you briefly, as necessitated by the limitations of a paper, the comprehensive subject: "Capital, Labor, the Consumer—how can all three co-operate for increased production, a world necessity," I submit two fundamentals:

1. First, we must remove non-industrial conditioning influences that have resulted in contraction of production.

2. Second, we must develop

within industries relationships between management and employees upon which co-operation for common industrial purpose is possible.

1. Abnormal industrial conditions resulted from war needs and war changes. War finance brought inflations and upward movement of prices. The markets of the world were disorganized, commercial exchange was completely demoralized—in some instances, the common carriers commandeered or destroyed. Products, sources of products, machinery, industrial equipment in many countries have been destroyed.

Peace has not yet been declared between the nations of the world. Until definite terms of peace are agreed to by the leading nations of the world, no country can return to normal industrial conditions. To-day, definite political boundaries do not exist between the European countries. The rehabilitation of production agencies can rest only upon definite political status. Many countries are bankrupt or practically bankrupt—credit is essential to revival of industry. Credit can be arranged only upon definite political surety.

Though geographic position protected our country from the devastation and destruction which have been the lot of continental Europe, our production problems are bound up with those of war-harried Europe. Finance, markets, production are organized on

Address before the New Orleans Convention, A. A. C. of W.

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a world-basis. Prices, production plans, are influenced by conditions in all these countries.

The fundamental step necessary for the rehabilitation of the industrial fabric not only of this country, but of the world, is prompt ratification of the world peace treaty formulated by representatives of those nations who fought the war for standards of human justice and national rights. That treaty is not perfect, but it is our only constructive suggestion for dealing with some of those things which cause wars.

The terms of the treaty provide agencies for correcting those portions of the treaty to which we may not give complete approval.

The ratification of the treaty will define the economic situation and develop opportunity for maximum production.

THE NEED OF MORE HUMANNES IN INDUSTRIAL RELATIONS

2. This opportunity leads to my second point—upon what principles must industry be organized to enable each plant to develop co-operation for increased production. This is the problem of personal relationships between managements and workers. Workers are not an impersonal factor in production as the term "labor" is usually interpreted—workers are human beings whose characteristics, impulses, ambitions, are exactly like those of all other human beings.

Co-operation for production depends fundamentally upon good will. Good will cannot be forced—it must be earned.

Co-operation of workers can be earned only by those employers who determine with workers the terms and conditions under which production is carried on. The day's work is just as big a thing in the life of the wage earner as it is in the life of the employer. As a free man, he feels the same right to a voice in deciding conditions and determining them. The only way which workers in industry may express and defend their rights and interests is through organization and respon-

sible representatives. This method insures a feeling of justice and constructive consideration of industrial problems.

Organization leads to progress. Through orderly organization we open the way to consideration of difficulties and reduce the possibilities for industrial disruption. In addition to providing for negotiations between managements and organizations of workers for the determination of those things which constitute the industrial agreement, managements have a still further responsibility if they are to secure co-operation for increased production. Industrial health, safety and morale are vital. As these problems are primarily scientific, the management must look to specialists for information and suggestions. In order to protect themselves against propaganda, individual fads and commercialism, employers should ask the Government to supply them with uncolored data, advice and practical service in making their industries safe and healthful, and in dealing with technical employment problems.

Workers whose physical creative power is conserved as something valuable not only from the production but the humanitarian standpoint, whose capabilities are studied in order to give them fullest opportunity for service, whose creative instincts are stimulated, whose valuable contributions are recognized—are workers whose production quantitatively and qualitatively far exceeds that of workers under autocratic control of industry, without adequate managerial consideration for all factors that affect production.

May I digress from these fundamentals to controvert two fallacies that have been so frequently repeated as to be accepted by casual readers and hearers? It is said that requests for increases in wages, necessitate increases in prices which increases cost of living and in return results in more wage demands—a vicious circle that leads to no progress. It should be remembered that wages constitute only one of the



A message to a man
who can not read it.
*You can do it if you
have "a friend at court"*

*October American, Page 211
October Everybody's Page 5
October System, Opposite
Contents Page*

A "Royal" ad



THE H.K. McCANN COMPANY

Advertising · 61 Broadway · New York

CLEVELAND SAN FRANCISCO TORONTO MONTREAL

factors in production costs and that high labor invariably leads to labor-saving machinery and improved production processes. High wages do not inevitably lead to the vicious circle. On the contrary, they have invariably resulted in constructive changes, beneficial to workers and resulting in increased production. This is vividly brought out by the contrasts in production in low-wage countries, such as China, and production in high-wage countries such as ours.

The second mis-statement that is frequently repeated and used to the discredit of wage earners is that output is deliberately restricted by the organized labor movement and by limitation of hours of work. In many industries production is below pre-war volume and much below normal. This is not due to labor but to unsettled trade conditions, managerial policies, high costs of raw material. The war cut off trade intercourse and diverted production energies from usual channels. This volume of energy that produces the raw material for industries will not flow unrestricted until peace shall have been established.

Wage earners, as well as employers, are anxious to end this period of transition. We are fully conscious of the dangers—dangers not only to our welfare and continued progress but to the whole structure of organized activity, political and economic.

We have no patent solution for eliminating problems. But we maintain in our right to opportunities for continuously securing better conditions of work. Would free men and women, breathing the spirit of this age, ask for less?

The great war brought a quickening of idealism, a searching of conscience, and merciless scrutiny of methods and agencies, and new valuation of fellowship in the common task of the nation. This new spirit has its interpretation in the demands of workers; in the assertion that workers are human beings; that labor is not a com-

modity but is inseparable from human life; that employees have a right to participate, by representatives of their own choice, in determining conditions under which they work; and to participate in the formulation of policies affecting their interests and welfare.

These formulations of rights have been submitted to the managements of industry and to the public. They constitute standards of justice as evolved by experience in the shop, the factory and the mine. The acceptance as basic principles of industrial relationships between managements and employees alone can generate a spirit of industrial good will necessary for co-operation for industrial progress. The 4,000,000 workers of America, directly represented in the American Federation of Labor, stand ready to deal with the problem honestly and intelligently, and to do our part in establishing our national fabric upon a basis of good will and justice.

In the attainment of this good will, so essential to our safety, progress and welfare, in the solution of the problems immediately confronting us, every man in whatever state in life may contribute his share. It is the bounden duty of every man and woman in all spheres of life to contribute the full share of co-operation that the achievements of our people may be not only maintained but the orderly progress of human right and human welfare in the development of real justice, freedom, democracy and happiness assured for all time to come.

Holmes & Edwards Account for Berrien

The Holmes & Edwards Silver Company, Bridgeport, Conn., has placed its advertising account in the hands of Berrien Company, New York.

Jacobs an Officer of American Paper Mills

Charles Drury Jacobs has been made vice-president and a director of the American Paper Mills Corporation, New York.

Substantial Recognition

The advertising carried by **THE AMERICAN WOMAN** in September and October 1919 showed a

GAIN OF OVER 106%

over the same months in 1918.

This we regard as particularly gratifying because it represents the increasing recognition of the importance of the great Small Town Field by discriminating advertisers.

The circulation of **THE AMERICAN WOMAN**—86% concentrated in towns under 25,000—enables advertisers using its columns to reach this field with a minimum of waste circulation and at a rate lower than obtains in most other publications in its field.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Building, New York

Advertising to Help Industrial Relations

New Orleans Convention Keynote of Universal Appeal—Delegates Interested in How Clubs Can Aid in Present Situation

PRINTERS' INK Convention Headquarters, New Orleans, September 22.—The whole-hearted mobilization of advertising to play its part in interpreting men to each other and in increasing production for the benefit of all elements in the community in our complicated industrial life of today stood out as the dominating issue of the fifteenth annual convention of the Associated Advertising Clubs of the World, which opened yesterday in this city.

Every delegate was intensely interested in the main topic and anxious to know just how he, as individual in his own community, can help and of what service his business and his club can be in affording a common meeting ground of agreement so that the normal life of the nation may continue.

The note of service and the new opportunity before advertising was struck throughout all the early sessions, beginning with the Sunday afternoon inspirational meeting on the campus of Tulane University, where Arthur G. Newmyer, associate publisher of the New Orleans *Item* and vice-president of the Southern Division of the A. A. C. of W., was permanent chairman. "In the name of the New South—itsself a throbbing, thriving testimonial to the triumph of American toil and tenacity," said Mr. Newmyer, "I give you a hearty greeting.

"It is especially fitting that the steersmen of substantial industry should gather at this time in the trouble-tested South, with the spokesmen for capital, for labor, and for the consumer, to plan a programme that shall dedicate to the benefit of the living the deeds of those who died.

"It would be a failure of the civilization for which nations

fought, should the great fabric of the world's work crumble to ruin in a wasting clash between classes, now that the war is won.

"It is easier to build a whole nation into one mighty dynamo of destruction, under the lash of civilization's danger, than to remodel with reason a people's ancient moulds of thought. It is easier to destroy than to convert.

"Advertising born as a mere bargain-bulletin has arisen by recognizing its responsibilities as humanity's messenger, until to-day it is willing to accept the high duty of proclaiming and popularizing a programme of peace by which business can stand; and under which all of us can live and prosper."

Mr. Newmyer was introduced by Fred W. Ellsworth, vice-president of The Hibernia Bank and Trust Company, as temporary chairman. The necessity of remodeling old habits of thought for the New Age was touched upon by the chairman, who first introduced Mayor Martin Behrman.

INSPIRATIONAL ADDRESSES

After the Mayor's speech of welcome, in which he mentioned the fact that New Orleans' municipal advertising campaign had been the best investment the city had made, Dr. A. B. Dinwiddie, president of Tulane University, told in his speech of welcome of the relation of education to advertising and their gradual drawing together for the enlightenment of the people on the basis of Truth and Sincerity, and their present opportunity to re-establish our social and industrial relations upon principles of fairness and equity. The chairman then introduced President W. C. D'Arcy, who outlined as the reason of the

The difficulty about advertising Advertising is that it cannot be pictured—only described.

Try to imagine a picture of two million people—that's Brooklyn.

Visualize if you can a quarter of a million decent, home-loving men, women and children.

They are the readers of the Standard Union.

convention the desire of the Clubs to aid in sustaining business in its present problems and to present the new patriotism of producing more so that all may prosper.

The final address was made by James Schermerhorn, editor and publisher of the *Detroit Times*. He pictured a page advertisement in two columns with a caption "This Side of Over There," in which he expressed the desire that there could be substituted in the present difficult times the same spirit of sacrifice and dedication to a great task which animated the nation during the war, instead of recriminations and counter charges. The speaker after making his illustrations for his advertisement of a sergeant who helped break the Hun lines "over there" had the unusual advantage of being able to make his illustration step from the page and reveal himself on the platform. This was Sergeant York, of Tennessee, who was present with his bride, and who received a tremendous ovation. In the Monday Departmental and the General Session following the main themes of world peace and better understanding were considered and discussed by specialists.

While PRINTERS' INK is represented at the New Orleans Convention by Roy Dickinson, Henry B. Williams, Ray Welch and C. P. Russell, we are compelled to go to press earlier than usual in view of the impending printers' strike. Many of the outstanding convention features, however, will be found in this issue, including the keynote speech of Samuel Gompers, president of the American Federation of Labor. At the last moment Mr. Gompers found that it would be impossible for him personally to be present at the convention but his speech was read.

In this issue we are also able to present to our readers the speeches of:

James O'Shaughnessy (General Session).

Merle Sidener (General Session).

H. J. Kenner (General Session).

Roy Dickinson (General Session).

Wm. H. Rankin (Advertising Agencies).

Harvey A. Blodgett (Financial).

John Milton McMillin (Financial).

Frank D. Webb (Daily Newspaper).

G. R. Lowe (Community).

Charles Henry Mackintosh (Direct Mail).

Want Advertising Jobs for Service Men

The Advertising Post of the American Legion in Chicago has created an employment committee. S. DeWitt Clough, who is advertising manager of the *American Journal of Clinical Medicine*, Chicago, and who held the rank of captain in the army, has been made chairman of the committee.

The object of this committee is to fill, as far as possible, vacancies in advertising jobs, with service men, having the proper qualifications and experience to fill these positions. While the Government Employment Bureau for returned Soldiers and Sailors has offered some opportunities to high-class advertising men, it has been found that there is a need for a clearing house in Chicago, which will bring together employers and advertising men seeking positions.

Gibbs Preserving Co. Account for Green-Lucas

The Gibbs Preserving Company, of Baltimore, manufacturer of food products, has placed its advertising account with the Green-Lucas Company, advertising agents, of the same city. The present campaign contemplates the use of leading newspapers in fifty-one of the principal cities of the South and the use of posters and street cars.

Ollendorf an Officer of Snyder Agency

C. J. Ollendorf, who has been with Lord & Thomas, and with Erwin & Wasey Company, Inc., advertising agencies of Chicago, and who was recently assistant treasurer of Heist, Hurst & McDonald, Inc., Chicago agency, is now secretary and treasurer of the J. A. Snyder Company, advertising agency, also of Chicago.

K. E. Kilby With Coleman Lamp Co.

Karl E. Kilby, who has served in France as a Y. M. C. A. secretary, and who at one time conducted the Karl E. Kilby Advertising Company, Wichita, Kan., is now in charge of advertising for the Coleman Lamp Company, of Wichita, Kan.

WHAT ADVERTISER DO YOU THINK SPENDS MOST MONEY IN ADVERTISING?

A dozen different people might answer this question each with a different name, but their answers would all be alike in one respect—

EACH NAME WOULD BE THAT
OF A USER OF POSTER ADVERTISING.

Poster size reflects "bigness" both upon the firm that uses it and upon the appropriation that makes it possible.

It may cost a dollar, but it looks like ten.

No Advertiser can possibly create the impression of "bigness" in advertising without using the poster. It simply can't be done.

Think it over—Do you know an exception?

But of course, it must be used properly.

IVAN · B · NORDHEM COMPANY

Poster Advertising in the United States and Canada,

8 West 40th Street

New York City

Bessemer Building

Pittsburgh, Pa.

Offices in Chicago and Minneapolis

Canadian Representative

THE WADSWORTH-NATHANSON CO.,

Toronto, Canada

New York Printers' Unions Threaten Strike

Many Big Publications Affected as Innocent Bystanders

IT will not be known definitely until this issue of **PRINTERS' INK** is in the hands of its readers whether or not the projected New York City strike of book and job printers, affecting all periodicals published in New York, is really inaugurated. But indications all point to the calling of the strike for the purpose of securing a forty-four-hour week and an increase of \$14 per week over the present scale. Should the strike be called it will be contrary to the wishes of the international unions affected, and will be called strictly by the local unions who, by some of the international officers, have been called "seceders." In fact, at least one of the international organizations, the International Printing Pressmen's and Assistants' Union announces that it will form new unions to take the place of those going out on strike.

Already one of the best known national publications, *The Literary Digest*, has been forced to come out minus its usual complement of advertising, the only advertising appearing in the issue being that on the cover. In explaining the situation the magazine made the following announcement: "This rather unusual issue of *The Literary Digest*, which may surprise some of our readers, is due to a dispute between two factions of a labor union in the printing establishment which prints the magazine. This difficulty delayed publication so long as to prevent printing our usual number of pages. *The Literary Digest* is not a party to the dispute, and suffers only as an 'innocent bystander.' Rather than disappoint our readers by omitting an issue, we are publishing this number at a considerable financial loss, minus the advertising which revenue makes the magazine possible, and minus much of the reading matter which usually finds room among

the advertising pages. We know that the advertisements themselves must also be of service to the reader or they would not continue, and we trust that next week *The Digest* will resume its usual appearance. Any future delays or omissions will be due to the same cause."

The possibility of numerous other publications suffering as "innocent bystanders" in the same way as *The Digest* is the feature of the projected strike that is of especial interest to advertisers. Such publications as have not been able to make arrangements for printing out of the city may be forced to come out minus their advertising pages. Many others will simply "suspend publication" until the atmosphere clears. A number of leading periodicals have completed arrangements for publishing editions outside of New York until the strike is settled. In this connection the post office department has announced that it will issue temporary permits to such publications enabling them to have the customary mailing privileges although changing the place of publication.

The strike has been brewing for some time and the demands of the New York unions have been met by a counter proposition from the employing printers which would give the unions the forty-four-hour week effective May, 1921, and an immediate advance, effective the first of October, of \$6 over the present scale. This advance, it is declared, takes care of the increased cost of living and is an advance of eighty per cent over the average scales prevailing in 1914. The officials of the International unions are anxious to have the printers accept this offer, as the international unions have agreements with the employing printers effective until that time and wish to live up to these agreements.

The Most Powerful at-Tractor in the Farm Field

Rating—Greatest amount of work on least amount of gas.

Plowing Ability—Turns a clean, deep furrow in a field of over One Billion Dollars per year.

Draw-Bar Pull—200,000 per month guaranteed.

Steering Gear—Controlled by men who know.

Engine—Most up-to-date type—only one of the kind in the United States.

Speed—Increase one hundred percent over 1918.

Clutch—Holds the fruit farmers' attention and never slips.

Geared—To the highest point of efficiency.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

SAMUEL ADAMS, Editor

ROBERT B. CAMPBELL, Publisher

J. E. FORD, Advertising Manager

Collier's

THE NATIONAL WEEKLY

Collier's, The National Weekly

The new heating machine!

IDEAL Type "A" Boiler is a triumph of American engineering!



American Radiator Company and Collier's

In discussing for Printers' Ink the great success of the American Radiator Company, Edward Mott Woolley said:

"The story of this great company is a tribute to the tremendous force of *skilled national publicity.*"

Collier's has carried more American Radiator advertising than any other national publication.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

Bunched Buyers

7-out-of-10 Chicago Families
Read The Daily News

In Chicago, The Daily News does what you have so often wished you could do—bunch an enormous number of buyers so that you can sell them all at once.

With a population of 2,544,229 to work with, The Chicago Daily News delivers to you 77.7 per cent of the English speaking people.

That is certainly "bunching buyers" with a vengeance. It's about as nearly 100 per cent as you can find in any community, large or small.

The combined population of Milwaukee, Pittsburg, Minneapolis, San Francisco, Cincinnati, and Kansas City is slightly less than that of Chicago—to cover them even partially you would have to use at least six of the many papers published in these cities.

The Daily News delivers an equal market with one paper and at one cost.

The average daily net paid circulation of The Daily News during the period October 1, 1918—March 31, 1919 (the latest A. B. C. figures available), was 386,474—94 per cent or 364,445 was city and suburban—a lead of 107,555 over the week-day city and suburban circulation of the second paper, a morning paper.

Does that leave any doubt over which paper most nearly "bunches" Chicago?

The total circulation of a paper governs its advertising-rate. The people it reaches governs its advertising-effectiveness.

The advertiser who wants to reach Chicago's 2,544,229 people with one stroke can come more nearly doing it with The Daily News than with any other medium.

If he has a large enough appropriation, he can indulge in repetition, and profitably use one or more of the other good Chicago newspapers.

But if he sticks to proven, economical methods he will bunch Chicago and sell the bunch through

THE DAILY NEWS

First in Chicago

How Advertising Can Improve Industrial Morale

What Was Done in War Time Can Be Done Now to Relieve Pressure of Industrial Unrest

By Roy Dickinson

Associate Editor, PRINTERS' INK

THE word "morale" which, by the way, has nothing to do with morals, used in the title assigned me, is one of those words like "co-ordination" and "camouflage," which came into use during the war, yet it's old—as old as Horatius in his well advertised act at the Tiber bridge, as new as the impulse which animated the Lost Division in the Argonne. In a military sense, it is the will to win or die trying. The lack of it caused the Caporetto disaster, that battle of the whispering women, where with negative suggestion as a barrage the Austrians broke through in what became one of the most dangerous situations of the war.

And in the same locality the Allies came back with advertising. Nine-foot onion-shaped paper balloons charged with hydrogen gas and carrying eight pounds of pamphlets with fuses set to turn them loose at intervals and all sorts of advertising ideas were used by the combined propaganda attacks of British, Italian, Czechoslovak armies on the Piave in 1918, which brought over so many deserters that the details of the offensive plans were known in some cases eight days ahead and were defeated.

The American propaganda in the war and American leaflets and other matter were as bitterly honest as the bayonets. They won over the enemies' underhanded methods because they told the truth in advertising. A typical American plan when they needed German deserters for information and the Germans had said that German prisoners were killed by Amer-

icans was this. They actually reprinted the American mess menu and shot it across, saying, "These rations are given to prisoners." And they could check results on this advertising because many prisoners when they walked over to surrender actually asked for the food as advertised!

Military morale is a definite positive fact. Industrial morale is far more complicated, surrounded by age-long evils and prejudices, but just as positive if the facts are faced and met frankly. In other words, industrial morale so-called either in war or peace cannot exist simultaneously with oppressive conditions or a lack of appreciation of human rights. I will speak of specific instances.

"Don't be a slacker, be suspicious of your neighbor." "Don't be a Hun." These were actual titles of posters used near the beginning of the war by some manufacturers in their plants. This sort of appeal and the Star-Spangled Banner played at noon in the factory yard were supposed by some to make men satisfied to labor in unsanitary surroundings and under autocratic control.

The same big problem faced us then as faces us now, the crying necessity for increased production without which the war could not have been won and without which now real prosperity is impossible—but with this difference. During the war the common purpose was easy to see and not susceptible to argument or misunderstanding. No Man's Land stretched from Flanders to San Francisco and each man's work in the factories here fitted into the work of the men on the firing line, an import-

Address before the New Orleans Convention, A. A. C. of W.

ant cog in the giant machine turning out Victory as its final product. With this fundamental common purpose so clearly to be seen there was even then a lack of understanding which advertising was called upon to solve. Employers of labor who would never allow their sales or advertising force to adopt a paternalistic attitude toward the firm's customers often forgot that the men in their plant were merely a cross section near at home of the big mass of American citizens.

"Don't be a slacker" was just as effective a poster for example as "Don't stick black beans up your noses" would be as parting instructions to a family of children.

The relation of advertising to industrial morale in war was simple and direct. It worked from a basis of points of agreement between employers and employees, both co-workers on the same job, and tried to interpret to them both their place in the war machine.

Our posters substituted "Team-work wins" for "Don't be a slacker," positive suggestion took the place of negative and each piece of advertising matter put out had a double appeal, with the boss in mind who played golf on Wednesdays as well as the worker who laid off on Monday. We always proceeded on the assumption that a man is a Red who sees red whether he owns a factory or is minus a collar. The work of my department consisted in increasing productive effort by every means possible except camouflage.

"Start no strike which cannot be justified to the men on the firing line," had its counterpart in a message to employers to inaugurate no industrial policy which also could not be justified to the men who were fighting for the principles of democracy and against autocracy.

A card index list of 8,000 plants with complete information as to racial groups, numbers, facilities for showing films, etc., was secured. The country was divided into fourteen industrial districts, with a local manager who handled all matter sent out. This consisted

of two posters a month, two envelope stuffers for pay envelopes, 1,000-foot reels of motion pictures, street car, newspaper and magazine advertising, both as a direct appeal and to focus the attention of community on the man and his work, to cut down labor turnover by selling him on his own town and job and to explain where his individual work fitted into the big task.

INCREASED MORALE, INCREASED PRODUCTION

I will not go into the details of the many ideas tried or the individual results summed up by over 2,600 letters on file in Washington, the 3,000,000 messages distributed over fourteen cities on Labor Day by airplanes or the many other stunts except to bring out two points which I believe are applicable now.

"At the word charge—this harness will have to stand the Supreme Test. It will—it was made right here in Peoria." A lettered sign like this in a show window on a main street of a city with the pictured representation of horses or tractors dragging the big guns into position made a real appeal to pride of craftsmanship and pride in the old home town, two very real and basic instincts in industry which all the new catch words and Utopian phrases cannot destroy.

This one idea increased production in a certain harness factory 38 per cent with no increase in man power. Let us assume then that civic pride has a real and tangible influence on industrial morale and relations. It is not a theory. I have watched it work.

One more idea out of scores worked during the war which has a present bearing. In Bridgeport, Conn., Pete Flynn has been working since the start of the war in a machine gun plant. His individual job hasn't been particularly exciting or warlike. He has been sitting at a bench punching holes in little steel discs that came up to him all day long carried on a moving platform

conveyor that moved a little faster than his hands. The steel discs were his daily life and he counted them—each one a part of his existence. His son was in France, in the 8th Connecticut, but the steel discs were only a means of getting a living. Then one evening in the plant a motion picture film was shown. It took a steel disc—one of his steel discs—carried it on past him to the next man, to the polisher and buffer and so on to the assembly room. It showed him the disc he had punched holes in put into its own place in the finished machine gun and it took that down to the port of embarkation, across the sea and up to the front line where his own son was using it to defend his own life and his country's ideals. When he goes back to the job of punching the holes it has a far different meaning. No longer was it an unrelated task, but a definite tangible part of the big fight for the victory of a set of ideals in which his work made the deeds of his son possible.

Self-expression in industry is, therefore, a real instinct. I have seen it when allowed real expression increase production from 75 to 246 per cent.

I will skip over the detailed accounts of the work of the fourteen district managers and their sub-committees, the work of the 435 speakers, French, British and Italian, and their messages bringing home to the individual his place in the effort for victory, the newspaper advertising campaigns which by selling the quality factors in a job and the homely true facts about the town the man worked in, cut down labor turnover in half—to mention one more specific incident.

EMPLOYEES AND EMPLOYERS ALL "GOOD FELLOWS"

Out in a certain mid-west city production was far below quota. Misunderstandings, strikes and lockouts were the rule. A trip out to the city proved the old rule that radicals on both sides were keeping the capitalists and labor men who wanted to agree away

from each other by breathing defiance and hate at each other in public announcements and emphasizing points of disagreement, just as they do now. There were three manufacturers out of twelve who were real shellbacks, living in the days of 1893, and they were particularly wrought up about three agitators in town, two of whom proved upon investigation to be real American citizens working for better conditions and one a soap-box Utopian, almost as radical in his way as one of the manufacturers who was a real roaring autocrat. It was my privilege to arrange a luncheon for seven, the shellbacks, the agitators and myself. Armed with a cabled request from General Pershing for a certain quota of ammunition and the part of it which was due from that city it was obvious that every American in the room wanted to help him get it. The town they all lived in would fall down unless they got together on the fundamental things they agreed about instead of fighting on their points of disagreement. The old story of Charles Lamb was admirably illustrated at the luncheon.

"God, how I hate that man," said Lamb.

"Why, you don't even know him!" objected a friend.

"Of course, I don't—if I knew him I couldn't hate him," was the reply.

None of the manufacturers had met the so-called agitators. When the necessity for immediately increased production in their own town was pointed out, and when each side found the other didn't have cloven hoofs, a committee was formed, and they did some real work—one of the ideas mentioned above was a result of their co-operation, and the production chart of their town changed from a wabbling line to the imitation of a strong man walking up hill fast. And the particular point is that the association, born of a common purpose, didn't die on the day when the horns blew, when confetti was thrown and William the Hun left for a summer resort in Holland, it carried over into these

more dangerous and complicated days technically known as peace times.

The radicals on both sides through their war time association discovered that even they had and now have more points of agreement than disagreement. They came to a better understanding—each of the viewpoint of the other and arrived at a middle-of-the-road policy. The manufacturer who had always denounced limitation of production as an economic crime, which it is, nevertheless came to understand the workers' reason for it—that often a speed up crew were put into a plant to set a quick pace for a while and then to move on after a rest. The workers realizing they were in the race for a 20-mile run, refused to join in the 100-yard dash and so cut down production in self-defense to prevent being thrown on the scrap heap when their strength was exhausted. The workers in the plant, on the other hand, got a better viewpoint of the difficulties facing Capital and management by association for the good of the town in which they all lived—in whose welfare they all had civic pride. Through a better mutual understanding the radicals on both sides came to an attitude which the big majority of both workers and owners had held for some time.

This case unfortunately is an exception; in most cases men got out their chips, put them on their shoulders again and dared the other fellow to start co-operating.

If then advertising was necessary to help in interpreting men to each other and the individual to his work at a time when the common purpose was well understood, how much more necessary is its force of suggestion needed today when the gospel of work and production is actually more important than it was during the war if we are to escape an international calamity in the alternating increases in wages and living cost.

Increased efficiency of production, better methods of manage-

ment, and decreased profit per unit of production seems the only solution. This means that the manufacturer must eventually make his profit through an increased volume of business, and must keep production cost low by gaining the co-operation of the men who invest their muscle in the business. In both these main heads increased efficiency of production and greater sales volume, quicker turnover to make up for lower profits per unit, advertising has always played a most important part, and also in standardizing retail prices of package goods at the retailer's counter.

MAKES MEN MORE THAN MACHINES

In literally hundreds of factories advertising methods are today attempting successfully in more and more cases to bring back that element of personal contact when the worker was Mike Flynn on a side street with two kids known to the boss by name instead of number 1867 on the time clock list. It is the old spirit of the days when the boss rubbed elbows with the men which advertising can help bring back, just as it has perpetuated the personality of an individual, and built up in the minds of people in far off places a definite mental attitude and good-will, a realization of a corporate character in a company whose factory they have never seen.

Every new plan for profit-sharing, the wage dividend, the bonus system, a voice in the management through shop committee representation, and all the present attempts to reach the heart of the lack of personal contact, depend for their success upon the spirit in which they are presented. No plan can be permanently successful unless a desire has been created for it, and when it takes into consideration the age-long instincts of the human mind which resents and is suspicious of anything tossed down from above.

Co-operation takes two people, and presupposes absolute sincerity and explanation before it is possible.

(Continued on page 174)

Philadelphia

AUGUST BUILDING A RECORD

**Surpasses That Month's Construction Totals
for Ten Years.**

Despite a bricklayers' strike, building records show last month to be the best August in ten years.

The figures compiled by William W. Gamble, statistician for the Bureau of Building Inspection, states that 1,049 permits were issued, covering 1,509 operations, valued at \$6,019,560. Though these figures are more than \$600,000 less than July, the last previous August to surpass them was in 1909.

They include 560 two-story and fifty-six three-story houses. Additions and alterations totaled \$1,401,925, and there were eleven factory, seven stores and four warehouse operations begun.—*Philadelphia Bulletin, Sept. 1st, 1919.*

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

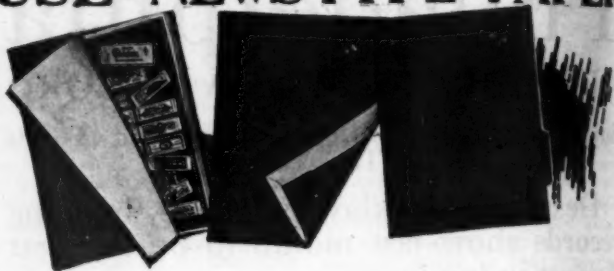
*Net paid average
for August*

448,246

*Copies
a day*

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

USE *The* NEWS TYPE *of* PAPER



PLANS for national advertising succeed better where newspapers are used to cover the great centers of population. Newspapers are the only medium to give that intimate, definite, daily contact between buyer and seller which makes for closer acquaintance and greater confidence.

Newspapers, like the milk man and the ice man, are looked to and depended upon to supply a certain need at a certain time **EVERY DAY**. The very frequency with which a newspaper calls at your door, day after day, week after week, gives it the status of an intimate friend whose information you rely on—whose counsel you have learned to trust.

Newspapers have evolved into a **SERVICE**. Newspaper reading is the great national habit! Newspaper advertising puts propositions across because **IT IS THE ONLY FORM OF ADVERTISING TO REACH THE BUYING HEAD** of practically **EVERY** worth while family in the great **CENTERS OF POPULATION**.

That **BIG** results hinge on strong, definite cultivation of large units like Baltimore, for example, through dominating newspapers like **The Baltimore NEWS**, is forcefully brought out by the thorough trade investigations which the **NEWS** is now making in Baltimore.

Take the reports on Chewing Gums and Talcum Powders, for instance. Chewing Gums are splendid newspaper advertisers. The Chewing Gum market in Baltimore alone is estimated to be worth a million dollars a year. In the United States, for the year ending June 30, 1919, a metropolitan newspaper recently estimated the chewing gum business to be larger than the whiskey business. The business in Baltimore is confined to about 20 brands.

IN GREAT MARKETS LIKE BALTIMORE



Talcum Powder, on the other hand, a less extensive user of newspapers but having an appeal to every man, woman and child in the community, shows up with 80 odd brands on the local market and a total business estimated at only a half million dollars. But the conspicuous leader in Talcum Powders, as in Chewing Gums, is the best newspaper advertiser in the lot! And the second brand, in point of distribution, a really first-class, high-grade newspaper advertiser, has only been on this market a little over a year.

If you are interested in the forthcoming report on ALL the Laxatives and Cathartics sold in Baltimore, put in your request for a copy now. Previous estimates of the number of copies of a report needed have, in some cases, fallen considerably short of the number for which we had requests.

When writing, please state specifically the name of the product or preparation in which you are interested. Also your connection with the firm you represent. This information is not for the purpose of obligating you or your concern in any way, but frequently letters requesting trade reports give no inkling in connection with what product they are wanted, making it difficult for us to offer intelligent suggestions for the economical entry into or broadening of this market.

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

F R E Y

It is an essential part of Frey service to know when, what and how to illustrate—when and how to design, or merely to decorate an advertisement, a catalog, a book, booklet or magazine. All forms of art have their uses and their limitations. Frey experience comprehends every use and every limitation of art in its practical application to business.



CHARLES DANIEL
FREY COMPANY

Advertising Illustrations

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Naming the Named Product

For Purposes of More Specific Identification

By Walter M. Stein

Sales and Advertising Manager, Jacob Miller Sons & Co. (Eagle Shirts), Philadelphia.

THE article appearing in **PRINTERS' INK** of September 11, by Joseph E. Hanson, advertising manager of L. Bamberger & Co., Newark, N. J., is inspiration for this article bearing on the theory put forth.

As manufacturers of fine shirts for a period of more than fifty years, this institution saw the opportunities presented immediately the war closed for expansion of its business. It appreciated that only as it laid its plans before the need for their application was at hand, could it be equipped to take full advantage of the reaction which would follow the war. It learned its lessons, as did all thinking men, from the big part that publicity played during the great conflict.

Accordingly, we made a careful investigation of the retail field in men's shirts, through which it was developed that of all the factors of retail selling, the pattern equation was the most virile, almost a substitute for the question of price consideration. It seems patent that a good pattern is better than a poor one. True—but the extent to which pattern was a factor was surprising even to this institution, which has been making fine shirts for more than fifty years.

This investigation, covering many questions prior to taking first steps toward a comprehensive campaign of advertising, focused attention on the element of "fabric," which, after all, is the medium through which the now evidently important "pattern" equation finds expression.

First the necessary steps were taken toward insuring creation of patterns that would meet the severest competitive tests. Then the problem of making evident without lengthy explanation that the patterns and weaves in Eagle

shirtings were exclusive and to be obtained in no other garments was met. Note, please, for purposes of this article, that I am minimizing the medium planned to be used in advertising, etc., and am dwelling on the strategy of "naming the named product."

Now perhaps it should be recorded that this concern weaves practically all the shirtings which are used for Eagle shirts.

Further, we should remember that while advertising in the other fields of men's apparel is quite common, the shirt industry has from the publicity viewpoint been backward indeed. Under these circumstances, other fields had to be turned to for precedents.

The timeworn idea of labeling a product with the brand name had, as a matter of course, been pursued for many years. The better trade had been accustomed to this procedure and were using Eagle shirts in goodly quantities with the identifying label. How then put the message across? Slogans were considered. But to weave a slogan of even a few words on a shirt label was to make a poster of the label and a sign board of the shirt! Such policy surely would clash with the high ideals of the organization which aims to make a mighty high-grade and exclusive sort of product.

INDIVIDUAL NAMES FOR SHIRTS

One of the exponents of the theory covered in Mr. Hanson's article, for instance, is the house of Mallinson—manufacturer of fine exclusive silk fabrics. Another is Fashion Park in the men's clothing field. Mallinson took silks out of the humdrum class of ordinary silk fabrics by the selection of individual names for individual cloths. Fashion Park made of their clothing models,

things apart by taking them out of the class of mere clothes with a specific manufacturer's label, into the realm of specific creations "Tailored at Fashion Park."

The Eagle idea became a combination of the conclusions to be drawn from these two courses. A new label was created embodying the family name of the product—"Eagle"—and individual fabric names covering the various shirtings being used in Eagle shirts. Thus:

EAGLE SHIRTS
OF
RAYTONE MADRAS

Of course, each of the many names was registered and is now being exploited to the retail trade for the next season.

In addition to furnishing the merchant who sells them with the many added advertising opportunities referred to by Mr. Hanson, consider the advantages to the manufacturers and the retailer that accrue from the fact that the shirts bearing the Eagle label will win approbation (let's take that for granted) not merely as members of the family of shirts known as "Eagle," but for the individual, identifiable fabrics from which they are made.

The merchant has the assurance that Jim Smith, having worn a shirt of Raytone Madras, made by the makers of Eagle shirts, will not merely draw the conclusion that "madras" is mighty good stuff for a shirt to be made of, but he will be unwilling to accept any but "Raytone Madras" in the future—and there we are all set—for Raytone Madras is exclusive with Eagle shirts.

Yes, the element of naming lifts the members of a family of similar products out of the reach of competition—it lends éclat and as Mr. Hanson ably demonstrates, it affords greater advertising opportunity. There are many other fields in which this principle may be applied.

In our case, then, the merchants will feature Eagle shirts, of individualized fabrics woven by the makers of the shirt, with their names featured in national space;

advertised in the local newspaper and lending tone to every display in their windows. They will no longer advertise "Eagle shirts of fine cotton cloths, silk mixtures, crepe de chimes, etc., etc."—but instead—"Shirts of the following exclusive shirtings to be obtained only in Eagle Shirts—Raytone Madras, Bombax Shirting, Kerry Shirting, Crepe Cascade, etc."

Read the Editorial Contents of Your Business Papers

If more advertisers would read the mediums in which they are asked to advertise—or employ intelligent men to do the reading for them, they'd buy fewer failures. The very foundation of advertising value in a business paper is the editorial contents. Buying space by the snappiness of the cover design, or the fatness of the paper or the eloquence of the agent salesman is waste.

There's one big agency in the East that has recently employed a keen young man to do nothing but read the editorial pages of business papers of interest to the firm's clients. His reports are of telling weight when the mediums' claims are considered. Until advertisers generally take a more serious interest in the editorial character of the vehicles carrying their business messages, they will advertise wastefully.—R. Marshall, president of *Concrete*, Detroit, addressing the Chicago convention of the Associated Business Papers, Inc.

Frank C. Scott Is Wales Art Director

Frank Campbell Scott has been appointed art director of Wales Advertising Co., New York. Mr. Scott was a member of the art department of Rogers & Company, New York, for three years. During the war he held a commission in the army as an aerial observer.

James With "People's Home Journal"

W. A. James, formerly a member of the Western division of the advertising department of *Harper's Bazar*, New York, is now with the Chicago office of *The People's Home Journal*, New York.

E. W. Mann Made an Officer of McCann Agency

E. W. Mann was elected vice president of the H. K. McCann Co. advertising agency, New York, at a recent meeting of the board of directors of that organization.

Pretty Near the Truth, Perhaps

A SHOE dealer in San Francisco, Frank Werner by name, believes that the public does not want "cheap" shoes, but those that have style, are made of fancy leathers and cost "fancy" prices. To back up his belief, Mr. Werner recently offered in a newspaper advertisement to sell 960 pairs of men's \$7 shoes for \$5.80 a pair. He bought 1,000 pairs of these shoes for fall selling, but states that he sells more high-priced shoes in a day than seven-dollar shoes in a month. This he attributes to the fact that men are earning more money and insist on spending it to secure the very best in style and fancy leathers the market affords.

The advertisement continues:

It appears to me that the standard of living has been raised to a higher plane—that what was wanted a year ago is

not wanted now—that nothing but the very best and most stylish apparel will suffice! And, of course, the people will have to PAY for STYLE, difficulty of manufacture, choicest and most carefully selected leathers, and other EXTRAS, as they always have paid for them!

If I am not correct, I want you to tell me so! That is why I am paying for this advertisement, and that is why I am willing to sacrifice \$1.20 a pair on these 960 pairs of shoes.

These shoes are to continue on sale at \$5.80 a pair until the entire lot is disposed of to those who are WILLING to BUY low-priced shoes. But they will not be advertised again. You know now that you can get them. If my plan is a success and customers can be taught to ASK FOR CHEAPER SHOES, I will conduct the same kind of a test with WOMEN'S SHOES!

Gray Agency Reorganized

The F. A. Gray Advertising Company, Inc., Kansas City, Mo., has been reorganized. Under the reorganization Warren W. Burgess, formerly of the W. B. Finney Advertising Company, Kansas City, has been made president; Allan Smith, who was with the old Gray organization, has been made vice-president; and Ward H. Webb, recently discharged from Government service, who was also a member of the old Gray organization, has been made secretary-treasurer.

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Safety Razor Merger Means Expanded Advertising Campaigns

Gem, Ever Ready and Star Companies Consolidated into \$20,000,000 Corporation

THE merger within the last week of the Gem, Star and Ever Ready safety razor companies into the American Safety Razor Company—a newly formed corporation with a capitalization of \$20,000,000—will not mean the disappearance of the three brands, but an even more energetic pushing of the brand names in this country and especially in foreign fields. Furthermore the new corporation intends to handle soaps, toilet articles and rubber and celluloid goods, advertising these products in a progressive way. The manufacture of the razors will be continued at the several plants of the affiliated companies, no attempt being made at this time to concentrate the manufacturing end of the business in any particular locality or plant. Headquarters of the concern will be in New York.

George L. Storm, who has for some time been a prominent figure in the tobacco world, has been elected chairman of the board of directors of the new company. Joseph Kaufman, head of the Ever Ready company, is the president. In addition to these two men the directorate includes the following: Benjamin Block, of Block, Maloney & Co., and Leon Schinasi, the tobacconist.

Mr. Kaufman, in announcing the merger, issued this statement: "America to-day is alone in the field. Last year we manufactured 10,000,000 razors and more than 200,000,000 blades. At the present time the production is swiftly increasing.

"These razors are sent over the sands of the Sahara on backs of camels; through the thick jungle of Africa, across frozen fields of Iceland and through the hidden wastes of China. In a commercial way the American safety razor has become to America what the

mechanical toy meant to Germany. The razor's missionary value to American business and especially to all cutlery commodities is tremendous.

"One of the great contributing factors to the increased demand for these safety razors is the lesson learned by the men of all nations and races who were in the European war. Men who had never shaved themselves before and others who had shaved themselves but infrequently with the old-style razor were forced by Army regulations to shave daily during the war. With the close of the war these men did not lose the habit they thus formed. This means a greatly expanded European field for the American safety razor."

It is stated that the chief reasons for the merger are the general labor situation, with particular reference to the scarcity of help, and the prospect of increased efficiency and economy under centralized management of purchases and sales. It is also stated that the new concern will control 90 per cent of the dollar safety razor business of the world.

Complete advertising plans are now being worked out. It is considered likely that the Star razor will be pushed particularly heavily in the foreign fields and among the foreign speaking population, while promotion work for the Gem and Ever Ready razors will be devoted mainly to the English speaking nations.

Sphinx Club to Open Season

The Sphinx Club, of New York, will hold its one hundred and sixty-third banquet on October 14, at the Waldorf-Astoria, New York, according to George Ethridge, president.

William G. Beecroft has been made editor and general manager of the *American Banker*, New York.



Use Color

The advertiser who secures color representation in THE PEOPLE'S HOME JOURNAL combines in his announcement the attraction of beauty, the certainty of a responsive audience and the sales-producing potency of an All-the-Family appeal.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

"Brand Building"

WITH one of our clients this quiet phrase is much in use. We take this opportunity to bring it to the attention of other advertisers.

As advertising matures it tends to lose much of the hectic character that marked its youth. Often, curiously enough, the less it claims the more it gets.

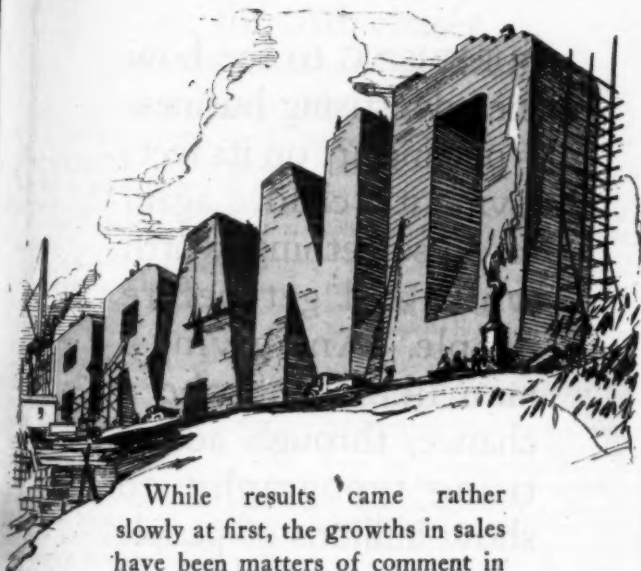
"Brand building" advertising may be accused of lacking "pep," "zip," "ginger" and "smash." In our experience, however, it has never failed to win business steadily, solidly and often dramatically.

We work on several products which formerly leaned on "splash" advertising. We persuaded them to reconstruct their advertising along the lines of patient brand building.



Blackman-Ross

ADVERTISING



While results came rather slowly at first, the growths in sales have been matters of comment in their respective fields.

Perhaps patience is a heroic quality.

If so, we know some heroes whose patience is today pinning medals on them. Their brands are built upon rock.

We will be glad to discuss the matter further with you.

Company New York
95 MADISON AVE.

SURPRISING to see how the advertising business is putting art on its feet; giving it a chance again to do something worth while and get before people. And giving a man like Bundscho a chance, through advertising typography, to show millions of people every month what art in printing amounts to and what it can do.



J. M. BUNDSCHO, Advertising Typographer
58 East Washington Street
CHICAGO

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The Relation of the Advertising Agency to the Newspaper and to the Advertiser

Wastes that the Agencies Can Help Prevent

By James O'Shaughnessy

Executive Secretary, American Association of Advertising Agencies

CONSIDERATION of the public is properly first in every survey for advertising made by the proficient advertising agency.

The advertising agency making the survey, and the plan imposed upon it, is in the execution of the plan the channel of relation between the publisher, and the advertiser; and exercising the influence of direction, through his responsibility to both advertiser and publisher he is the factor in essence which relates them to the public.

The bond between the advertising agency and the advertiser and the bond between the advertising agency and the publisher is that of service to the people who compose the reading and consuming public.

The place of the advertising agency in the scheme of commerce, now grown so large, is continually and so rapidly appreciating that it is of national importance that the exact relations of the advertising agency should be more widely understood.

The purpose of the advertising agency and the reason for the advertising agency is to reduce cost of distribution.

Upon the demand of that reason it came into being. There it lodges and grows and will continue to enlarge and enhance as long as civilization continues.

Problems of distribution have been the chief impediment of human progress since the world began.

The mastery of these problems is the especial study of the adver-

tising agency. No other profession concerns itself solely with these manifold, intricate and inter-linked problems in all their bearings.

This profession whose importance to high social order is now so well fixed in the minds of forward thinkers in business, operates commercially in serving the advertiser at one end of the transaction and the publisher at the other.

Advertising must have a commodity or a service to advertise, hence the necessity for the advertiser. Advertising to complete its function must have a place to appear, therefore, the radical need for the publisher. Advertising must properly promote the distribution of the commodity or service to the benefit or advantage of the consumer and the public at large and to the advertiser and to the publisher and consequently advertising must have the requirements which only proficient advertising agency service can supply.

THE PUBLISHER'S IMPORTANT POSITION

The publisher stands in the commanding position in the transaction, however, because the advertiser and the advertising agency must come to the publisher and so also must come the public.

Three of the four elements in the advertising quantity depend directly upon the fourth, which in the processes of operation is the third; i.e., the publisher.

These relationships are thoroughly known by the advertising agency, and they are thoroughly appreciated. There is perhaps no profession so peculiarly circumstanced, so difficult at times for

Address before the Newspaper Departmental at the New Orleans Convention, A. A. C. of W.

others to fully understand or so thoroughly understood by itself.

The advertising agencies of the United States having advanced more than they have advanced elsewhere have given a learned profession to the world.

While it is a profession of the highest social service those who practice it realize that it lives solely because of its economic value to the publisher, to the advertiser and to the public.

It is by mastering the intricacies of distribution and thereby lessening waste that the advertising agency reduce costs throughout the length of the processes of commerce.

The agency delivers to the columns of the publication the agate line at a smaller cost than the publisher could secure it to his columns by other means. It makes the agate line stay in the column at less than the competing cost. It makes the agate line multiply in the page as no other force can, at any bearable cost.

The advertising agency does these three things for the publisher, and therefore, it enjoys with the publisher the relation of helpful co-worker which cannot be impaired. Improvement of the intimacy of that relation in closer co-operation is the profitable concern of either of us.

The publisher with a flat rate, which is a sound honest rate that he rigidly maintains, is serving the interests of advertising, and in doing that he is assisting the agency to a more effective development and a surer maintenance of advertising volume.

The archaic slide in the scale of rates is a menace to advertising. It suggests rate dickering. It invites short rate juggling. It almost compels errors. It increases the cost of advertising. It penalizes and discourages new advertisers. It burdens advertising development and every burden upon advertising reduces the lineage, and therefore, reduces the net profits to the publisher.

While the American Association of Advertising Agencies is suggesting to publishers the adoption of the standard rate card it also

wishes to encourage at the same time the adoption of flat rates. The future of advertising demands it.

BRAKES THAT RETARD ADVERTISING'S GROWTH

When the standard rate card is adopted by all publications it will deliver out of the overhead of the members of the American Association of Advertising Agencies and into the tills of the publishers about \$250,000 a year.

When the flat rate is adopted it will bring to the publisher nearly \$300,000 per year now going to waste. It will invite into the tonnage about ten times that much advertising money which is now in abeyance as annual volume.

When sizes of pages and the number, width and length of columns are standardized another huge saving will be made.

That alone will give the publishers about one million dollars which advertisers appropriate for them but which is chipped off the publisher's billing as unavoidable waste in production.

Here is more than a million and a half dollars a year which the publishers are preventing the advertising agencies in our association from delivering to them after getting it for them.

This large loss to the publisher is further increased by delays of schedules and by publications being unavoidably left off schedules.

If the agency had a standard rate card with a flat rate on file the publisher would oftener get on estimates and schedules. These are always made out in a hurry. When speed slackens in the agency advertising lineage shrinks. Every unnecessary pencil mark and every second wasted in study and computation, militates against the growth of advertising volume.

Every cent of waste cost in the processes of service to advertising falls upon every element in advertising. The publisher who forces unnecessary work in the agency not only penalizes himself but hurts the advertiser as well as the advertising agency; and increases the price of the commodity to the public.

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Questions of morality and patriotism as well as profits of advertisers and publishers enter into the consideration of curable waste.

In the office of the American Association of Advertising Agencies in the Metropolitan Tower in New York, a corps of clerks are maintained for the purpose of fixing up standard rate cards and revising proofs of standard rate cards for every publisher who will permit us to do so.

Every rate card of every publication can have the standard form. If the publisher is in doubt let him send in his rate card and we will take care of the details for him. Advertisers, particularly large experienced national advertisers are now taking an active interest in the standard rate card. These advertisers are endeavoring to get rate cards standardized so that the waste of their money caused by individualized rate cards will be stopped.

The work of the Audit Bureau of Circulations has been of gigantic value to newspapers in standardizing circulation data. It has effected a great economy and has been of immeasurable influence in building faith in advertising.

Every undertaking in the American Association of Advertising Agencies for standardization is with a view of increasing the net profits to the publisher.

By doing that we serve the advertiser in the most practical manner because we serve him with better returns from his advertising investment. That means an improved profit to him also.

To the advertiser the advertising agency is and must be the promoter of sales and the improver of profits.

The proficient agency counsels the advertiser whether to advertise, what to advertise, how to advertise, where to advertise and when to advertise.

He counsels as to the quality, cost, sales price and appearance of the product and as to the method of supplementing the advertising or making the advertising itself supplementary.

The relation of the advertising

agency to the advertiser compels disinterestedness as to the publications.

The advertising agency must under the morals which are inseparable from good business, shape and direct the advertising into the place and space which will best serve the advertiser.

The proficient advertising agency has neither friends nor foes among the publishers. It must not be like the father of Esau and Jacob, it must not have a favorite.

The proficient agency will not permit the advertiser to prefer publications for any unprofitable reason.

AGENCY'S WORK DISINTERESTED

It may be interesting to know that many an advertiser has been compelled to seek a new agency because of his interference with the proper making of schedules. The agency has a financial as well as a moral interest in the success of the advertiser and the agency must not yield to lesser wisdom.

It is perfectly natural for every publisher to want to get on every schedule. It is also possible for the second paper to be properly selected in some particular instances. The publisher cannot know the things in the survey and plan which call for either paper. The publisher of the first paper in the town should realize that the other paper differs from his.

The American Association of Advertising Agencies is primarily concerned with and continuously at work to improve agency service. Whenever the men in any calling get together and match up their experiences they are all improved thereby; this is true of the advertising agencies. It is probable that men in no other calling have been more open-minded and open-handed in dealing with one another than in our association.

Everyone of them has given up the crystallized form of his high achievement to all the others. We have taken the high spot from each agency and distributed it to all. In this way we have built up every agency in the association to a higher level of proficiency.

It is only fair to say that every agency in the association to-day is operating on a high plane which would be unattainable without this interchange which has been going on since the association was formed nearly two years ago. This means that the advertising agencies in the association, and who place so much of the national advertising of the country, are delivering better service to advertising, more profit to the publisher, better profits to the advertiser and greater savings and benefits to the public.

We have succeeded in removing much of the wasteful drudgery out of the advertising agency operations. This means that the service to the advertiser is clearer, fuller and more productive. It means that the service to the publisher is more agreeable, more productive and more profitable.

In view of the fact that so much of the commerce of the United States employs advertising it is a matter of large public concern that the American Association of Advertising Agencies was formed and that it has carried on its work so diligently and so unselfishly.

We know that if we serve the publishing interests in a better and a fuller degree and serve the advertiser to his improved and more permanent profits that we will deserve in the estimation of each of them all that we desire to deserve.

We are so intimately related to the publisher that we cannot injure him without more greatly injuring ourselves. Our relation to the advertiser is vitally articulated to his profitable going so that it survives in the sunshine of his improved prosperity. And our responsibility to the public so unifies our service into the common good that we hold as our constituency the homes of the broad land.

The agencies have a great stewardship. The importance of their service is measurable by every element in advertising that they serve. The publisher and the advertiser estimate the agency by their own profits, the public by its benefits and savings.

Every day the advertising agency becomes more capable and of higher value to economic prosperity in general and to the social welfare.

We are building for the future of advertising and large commercial development.

We are the only men in any business who can build for the future of advertising. We are the only ones who are doing it. With our organized power in a national ethical body we have immeasurable faculties for nurturing advertising for ten years from now.

To do this we are planning ahead for the advertiser and sequentially for the publisher.

Can you think of anything more serviceable to the general prosperity?

Charge for Dealer Helps to Reduce Waste

In our own industry, which is the manufacture of varnishes, enamels and kindred products, the trade has been completely spoiled, due to a reckless extravagance on the part of manufacturers in the furnishing and distributing of dealer helps. Notwithstanding this fact, I believe that so far as our own industry is concerned, and the same applies to many other industries, the use of few and better selling helps, with a nominal charge for the service, would result in untold good, both for the manufacturer and the dealer.—Earl S. Dickens, sales and advertising manager, O'Brien Varnish Co., South Bend, Ind., addressing the Direct Mail Departmental, New Orleans Convention, A. A. C. of W.

Kiebrick With Manternach Agency

Joseph Kiebrick, recently a member of the general service and traffic department of the International Motor Company, New York, has become assistant to the business manager of the Manternach Company, advertising agency, Hartford, Conn.

This agency is placing copy for Foster, Merriam & Co., Meriden, Conn., automobile trade accessories, in a list of automobile publications, preliminary to a more extensive campaign for 1920.

Advertising is being placed in Spanish publications of Havana, Cuba, and Mexico City, Mexico, for Brill Brothers, dealers in men's clothing, New York, by the Beers Advertising Agency, Havana, Cuba.

(Tel



(No. 15 Save this Series)

*We are
all down
in N'Orl'ns
this week.
Keeping our lead
at the
A. A. C. of W.
Convention.*

(Tell you all about it when we get back)



UNIVERSAL FILM MANUFACTURING COMPANY

Carl Laemmle, President

Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe
Studios and Laboratories—Universal City, Cal., Fort Lee, N. J.

Offices: 1600 Broadway New York

New Aspects of Advertising

The New Respect Commanded—Its Multiplied Efficiency—Its Safety—Its Lower Cost

A Lord & Thomas Review

In this fast-changing world one significant fact is the great increase in advertising. We are trying to analyze this phenomenon in the series of discussions we are running in this paper—to clarify this new-day situation.

Advertising now presents new facts to ponder, new conditions to be met, new opportunities to grasp. One cannot afford to ignore it. In these brief reviews we hope to lead the way to more intimate discussions.

The Modern Evolution

Advertising in general, at one time, failed to serve the public good. The claims in large part were dishonest. The general style was blatant and offensive. Fakery held dominion in the field.

So advertising came to be distrusted. The respectable advertiser found himself in bad company. It was argued that good products advertised themselves. The leading magazine in those days oftentimes boasted that no advertising was admitted.

Honest advertising was untrusted, unconstructive. Dealers often kept Christmas ads running into July. Thus advertising came to be ignored. It never paid because it was never read.

Then Lord & Thomas and others started to change the trend. Advertising was our bread and butter. We felt it too great a

power, too rich in righteous possibilities, to be so misused.

Now fakery is almost banished. Truth is almost universal. No unworthy article, no misleading ad, can gain insertion in a worthwhile publication.

Now advertising is written, planned and conducted by experts of rare training and ability. It is interesting, helpful and instructive, and is read.

The Consumer Attitude

The ads of today command universal respect and attention. They serve a vital need. Local advertising is a major factor in store keeping. A prominent newspaper at one time received 1125 letters from women because it omitted a certain department store ad on its accustomed day.

National advertising commands an equal interest. It has brought consumer demand overwhelmingly to known and branded lines.

Package products have supplanted bulk products in a most amazing way. Advertised products dominate nearly all the large-selling lines.

Housewives have learned that such articles offer high and unvarying quality. They realize that advertising makes quality essential.

The belief that advertising makes things cost more is fast disappearing. Advertising lowers selling costs. By increasing output it lessens making cost.

Then modern store methods, more and more, call for products which sell themselves. Store selling has proved too expensive. Now unknown brands lie dormant and neglected.

Advertising Costs Less

Advertising nowadays costs a fraction of what it did. That is, in cost per sale or cost per customer.

Many years ago we handled a 10-cent article where it cost \$2 to make the first sale to a customer. Yet the trade-mark sold later for \$1,500,000. Such was the general experience. It took very large capital to carry the average article to the turning point.

Now national advertising very often pays almost from the jump. We have lately started a new food product where all the introductory cost is paid from current profits. A two-year-old article which spends \$700,000 with us this year was started on \$60,000 paid in capital. The usual advertising appropriation is a small allowance per case.

We advertise scores of things today which in old days were impossible. For instance, two- or three-dollar articles with a one-time sale. The selling cost used to be several times the profit.

Advertising Now Made Safe

In the old days the advertising field was a lottery. A few grand prizes went to the lucky, but the ninety-and-nine lost out.

Modern Advertising Agencies have reversed this condition. Advertising is perhaps the safest of all business ventures. Certainly nothing with comparable rewards involves so little risk. It is only the hundredth man who loses, and he never loses much.

The better-class agencies never attempt the improbable. And they know enough or learn enough to judge prospects very wisely.

They bring to bear immeasurable experience. They employ the highest class of advertising talent. Their work is done with maximum efficiency.

Then they go slowly. They make local tests. Only proved successes are permitted to expand.

Let Us Talk Specifically

Under these policies advertising has multiplied. In most lines of business it has become unavoidable. With such great rewards and such trifling risks, no business man who knows the facts can hesitate to test it.

Now we ask to deal with your specific problems. We invite consultations anywhere, and always without obligation.

Ask us if you have an advertising possibility. If you are advertising, ask us how to better it. If you have difficulties, ask us how others have solved them.

You cannot wisely neglect to discuss these things with men of our experience and expertness in this line.

Please tell us when and where.

Lord & Thomas *Advertising*

CHICAGO NEW YORK LOS ANGELES SAN FRANCISCO

One of the volumes most frequently referred to in American Consulates by local merchants and buyers is

"AMERICA'S LEADING MANUFACTURERS The Standard Blue Book of Foreign Trade"

AMERICAN CONSULAR SERVICE

Vancouver, B. C., Nov. 5, 1918

New York Commercial
New York, N. Y.

Gentlemen:

I beg to acknowledge with thanks receipt of the 6th Edition of "America's Leading Manufacturers."

This volume is one of those most frequently referred to in this office by local merchants and business men.

Very respectfully yours,

(Signed) Geo. N. West
American Consul General

¶ Shall the American Manufacturer be Supreme in the Trade of the World?

¶ Shall he awaken to the golden opportunities which the foreign markets are now offering him?

¶ America will be the workshop for demolished Europe and will be called upon to fill demands from every foreign market.

¶ Sign and mail the attached coupon and we will show you how we can place in your hands direct inquiries for your goods from foreign buyers.

**Standardize your Name and
Product with World Buyers**

New York
Commercial
Expert Department
38 Park Row,
New York

Without obligation on our part, please let us have complete data of your plan showing how we can advertise our goods in five separate languages at the expenditure of two hundred dollars (\$200) per year.

Name _____

Address _____

Date _____

Business Paper Editors Will Form Closer Union

Importance of Conferences Emphasized at Convention of Associated Business Papers, Inc.—Fight Continued for Zone Postal Law Repeal

EMPHATIC criticism of the present postal service was made by the Associated Business Papers, Inc., at its fourteenth annual convention in Chicago last week. The publishers were frank in declaring that the business papers of the country were getting far from a square deal in the matter of service and other things having to do with the dissemination of mail.

Upon the recommendation of A. C. Pearson, general manager of the *Dry Goods Economist* and retiring president of the association, it was decided that the publishers should co-operate with the reorganized Publishers Advisory Board "in its endeavor to secure the repeal of the zone postal law and the enactment of the new law which should be fair to people in all sections of our country and to the publishers."

Recommendation was made that the individual publishers composing the membership of the Associated Business Papers should become members of the Publishers Advisory Board at the earliest possible date, as this was regarded as the best means of securing co-operation and unified action of all classes of publishers in securing not only a repeal of the zone law but a number of other changes that ought to be made in the postal service.

The meeting was highly interesting, as was evidenced by the lively extemporaneous discussions on the various propositions brought up. There was, however, some criticisms as to the absence of a number of prominent business paper people, especially members of the editorial staffs.

The absence of the editors in fact stirred up something of a discussion in which some refreshing facts were brought out.

"Why is it that no more editors

are here?" inquired one publisher in the course of some remarks generally criticizing the convention and everything pertaining to it.

His question and attitude brought forth some rather frank rejoinders from various members.

Some speakers declared that the reason the editors did not attend the meeting was because the publishers and advertising managers insisted on doing all the traveling themselves.

"The editors should be here, of course," said one speaker. "But if the publisher and the advertising manager are here that is just about enough for one publication."

WHY EDITORS DON'T TRAVEL

During the discussion about the editors certain speakers remarked that the editors ought to go around more making general investigations of peculiar interest to their publications. In other words, they should not depend so much on generalities, but should go right out after the facts. In reply to this it was stated that the average business journal editor had not at his disposal a sufficient staff to make these personal investigations. It was declared, therefore, that more money should be spent on the editorial side in the way of expanding staffs and bringing about more efficient machinery for getting into the paper just the facts that it should contain and that would work out for the best interests of the trade.

David Beecroft, editorial director of the Class Journal Publishing Co., New York, thought the editors of class publications would do exceedingly well for the interests of the business in general if they would show the same disposition to organize and hold conferences as is the case among the advertising managers.

As a result of all this discussion it was decided upon motion of A. C. Pearson that the editorial conference of the Associated Business Papers should be revived. The necessity for this was seen in the industrial unrest and in conditions in general which made it imperative that editors and their assistants should be in the closest kind of touch with things in general, and that much benefit in this direction could be derived from association and frequent meetings.

CONVENTION COMMENDS AUDIT BUREAU OF CIRCULATIONS

The Audit Bureau of Circulations came in for some criticism, some of the publishers declaring that the average advertiser in class publications had nothing like an adequate conception of what the A. B. C. meant. It was declared that the A. B. C. should institute an advertising campaign to sell itself to the advertiser and to show him by facts and figures how the Bureau worked to his interest as well as to that of the publication—how it simplified his advertising problem by removing from his mind all doubts as to the extent of a paper's circulation.

Stanley Clague, managing director of the Audit Bureau, expressed himself in hearty accord with this idea, and said that such advertising already was being done and contemplated.

Charles Piez, president of the Link Belt Co., of Chicago and former general manager of the U. S. Shipping Corporation, told the meeting that the editors of trade journals have a great opportunity at present along the line of selling the people in general more fully on the principles of constitutional Government. He declared that the biggest cause of the present unrest in the United States "is the ignorance of the employees of a firm, and the matter of the profits of that business." Mr. Piez referred to the propaganda that is now going on especially through the foreign newspapers "containing poisoned articles against the fairness of the

distribution of the profits of industry against the fairness of our system of Government. There are something like 2,500 paid lecturers drawn from foreign-born and native intellectuals, who put up a continuous story of the wrongs of the present wage system."

H. M. Swetland, president of the United Publishers' Corporation, of New York, appealed to the members present to get in the closest co-operation with all the people on each publication "especially with the editor, the most important member."

At the closing session a resolution was passed that the executive committee appoint a sub-committee to outline and possibly put into effect a plan for an annual award for editorial performance. This was aimed to stimulate definite accomplishments on the part of the editorial staff for the benefit of its trade or industry or for business as a whole.

Some dissatisfaction with the name of the association was brought out during the meeting. As a result the executive committee was instructed to study the proposition of finding a name for the association that would more clearly define its aims and purposes.

Officers for the next year were elected as follows: President, Samuel O. Dunn, *Railway Age*, Chicago; vice-president, M. C. Robbins, president, *Gas Age*, New York; treasurer, H. L. Aldrich, president, *Marine Engineering*, New York.

The Executive Committee will be made up of Arthur J. Baldwin, of the McGraw-Hill Co., Inc., New York, chairman; A. O. Backert, The Penton Publishing Co., Cleveland; Roger W. Allen, chairman of the Allen Nugent Co., New York; R. Marshall, *Concrete*, Detroit, Mich.; A. C. Pearson, general manager of the *Dry Goods Economist*, New York; F. D. Porter, *Buildings & Building Management*, Chicago.

Jesse H. Neal, New York, will remain as executive secretary. It was decided that he should have an assistant, to be chosen later.

*A circulation is no larger than
its value is to you.*

Quality Circulation for Quality Advertisers

Quality advertisers must necessarily reach people who are capable of appreciating the commodity offered and who are financially able to purchase after the desire to buy is created.

This particularly applies to Financial and to Automobile advertising.

During the month of August, The Chicago Evening Post led the Chicago evening field in Financial and Automobile advertising. The figures follow (agate lines):

FINANCIAL		AUTOMOBILE	
POST	56,491	POST	49,571
News	50,927	News	48,202
Journal	30,707	Journal	24,625
American	19,485	American	11,705

The Chicago Evening Post claims no largest circulation; it does claim the largest circulation from a standpoint of buying ability in the city of Chicago.

Advertisers who have quality goods to sell in the Chicago territory always use first

The Chicago Evening Post

Eastern Representative—

Kelly-Smith Co., Marbridge Building, New York

Western Representative—

John Glass, Peoples Gas Building, Chicago

THE SHAFFER GROUP

Chicago Evening Post

Louisville Herald

Indianapolis Star

Muncie Star

Terre Haute Star

Denver Times

Rocky Mountain News

What a Small-Town Advertising Club Can Accomplish Through Co-operation

The Famous Neosho Plan of Working With Competitors to Broaden Sales Territory

By G. R. Lowe

Advertising Manager, Neosho Nurseries Company, Neosho, Mo.

WHEN our club started we had a Commercial Club in Neosho. The Commercial Club met intermittently, occasionally, spasmodically. If there was some new business venture imminent, we got out a crowd. If there was something of unusual interest affecting the welfare of our community, we got out a crowd. As for the regular twice a month meetings, we had—well, we had the average attendance. You men who are members of small-town Commercial Clubs know what I mean by "average."

And I believe I can put my finger on some reasons for the seeming lack of interest and attendance. There is nothing tangible to work with from month to month. No connected idea to inspire attendance, such as is evident in advertising organizations.

The twice-a-month meetings of the advertising club are held seven months in the year in our own club rooms. A dinner is served at 6:30 from our own kitchen, with our own members as waiters. Three men are delegated to furnish this dinner at their own expense. They've already paid \$5 to come into the club and \$6 a year dues. So you see, a man must be genuinely interested to be a member, especially in these high cost of living days.

The other five months of the year the club meets with the farmers. At our last meeting, the eighth of this month, we drove sixteen miles to spend the evening with a farmer. The dinner was taken along by the three unlucky ones, and the farmer asked to sup-

ply nothing but the drinking water and a representative lot of his neighbors.

The meetings are held just as they are in the club rooms. At these farm meetings there's nothing said about trade—at least there's nothing on the surface to indicate it, nor anything on anyone's lips from which to infer as much. And let me tell you that as a result of such policy, there's a waiting list of farmers who want the club to meet with them. And while the farmer is asked to furnish no part of the dinner, he goes in for a part of it anyway.

This last meeting was in a competitive town's trade territory. We even asked their club to come over and "sit in" with us. One of them in a short talk during the meeting, said that practically nothing was proposed in their meetings that wasn't likened with what is done in Neosho. "The Advertising Club of Neosho either did or didn't do it this or that way." There's no patent on our plan, folks. If anyone can get any good out of it, he is entirely welcome.

OTHER CLUBS ADOPT THE IDEA

Clubs and delegations come to us from all over. In July twenty-six from Clarksville, Tennessee, came 700 miles, spent a couple of thousand dollars and went home with more than their money's worth, according to their own statement.

They have since adopted our plan in detail, having their first sales day September 1.

What I've just related bears down strong upon one point—the acquiring of the farmer's good will.

Behind it all, though, is what

Portion of address before Community Advertisers, New Orleans Convention, A. A. C. of W.

—influence

It is not so long ago that the United States Government caused the nation to observe many wartime regulations and personal inconveniences. It is unnecessary to remind you of the series of official "days"—heatless days, wheatless, meatless, gasless days.

Many of the regulations were sectional. The people east of the Mississippi gave up their Sunday automobile rides, while the west rode merrily on. In the same eastern half, for a series of coalless Mondays, the great wheels of industry did not turn, while the west continued the even tenor of its way.

Consider what a colossal domestic program—what a tremendous revolution the public was requested to adopt.

This program—some measures national—others sectional—could *not* have been accomplished without the daily newspaper.

Is there a more tangible or imposing example of newspaper *influence*?

No advertiser interested in reaching the consumer, can do himself justice without newspaper advertising.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco



*The boy that You know
the REAL boy—human,
lovable, full of life. He
has become an important
factor in Advertising. He
is To-morrow's "Prospect."*

Boyhood at it's Best

Everywhere, now, you see him—the “Penrod” of Advertising. It is the Renaissance of Boyhood. For Breakfast foods, bicycles, American-made Toys, play-proof clothing of all kinds, in fact a most prolific and diversified line of merchandise, the Boy plays an energetic part. But there's no compromise possible in depicting him: he must be drawn with infinite care and understanding. We have, here in our studios, a number of Booth Tarkingtons of the pencil and brush.

The ETHRIDGE *Association of Artists.*

New York Studios
23-25 E. 26th Street.

Chicago Studios
140 N. Dearborn St.



made it possible for an organization so to plan, that this phase of the work would be at all possible.

Co-operation among the men who constitute the membership of this club has brought about a condition in Neosho's business life that has made our town the talk of the business world.

Our monthly sales day is one of the big things produced co-operatively. In the offerings made each month will be found competitors side by side—one merchant selling some staple at a below-market price. His opponent in business offers another article on the same basis. And under no conditions will one merchant sell his competitor's offerings for less than the regular selling price. Strict adherence to this rule has built confidence in the purchaser's mind and we have no occasion at any time to take a merchant to task for violation of this principle.

You won't have to look far to see why the co-operative sales day plan was inaugurated.

Like other similar towns, our trade territory is (or was) limited. We logically got all of it in a certain radius—probably six to eight miles. If a merchant increased his business in Neosho, it was at his competitor's expense. It was plain to be seen that if business as a whole was increased, we must get people to come from a farther distance to trade with us.

In some form or other, sales day is an old idea. It comes to life, trundles along from high enthusiasm to innocuous desuetude and finally peters out. We knew this in advance but undertook to avoid the two last named afflictions.

The club had been working four years when we got at the sales day subject. We got competitors in and when a matter pertinent to their business was up for discussion, they naturally got to talking before each other.

The sales day scheme called for some rather heroic work in this connection. It meant that if Briggs was going to sell washboards at a bargain price, that Sansbury's offer of dish-pans at

a way-down figure must be known to Briggs before the advertisements were printed.

Surely this was something new in merchandising, this "showing your hand" before the play. But it worked in 1914—is working today, for they are now preparing for the October sales day.

You'll ask why this is possible—why we are able to break down the barrier that is too often found between competitors.

There's a single answer: "Next to the best man in your town is the fellow who sells the same line of goods you sell—get acquainted with him."

No Place for "Stale" Executives in Advertising

The constant shifting of the prevailing mental attitude of the peoples of this country demands a constant adjustment of the publicity policy and interpretations of such policies. If wisdom is the mental appreciation of fundamental facts, certainly understanding is the intelligent application of these fundamental principles. The individual in charge of the follow-up of any manufacturer or large distributor has an important position, for he interprets to the vast audience—the customers of his concern—the policies and the merchandise of his employer. His position requires the expression of constant initiative—the ability to see possible improvements in existing conditions, plus the ability to bring these improvements to pass, either by doing the thing himself or by directing the services of others.—E. G. Weir, advertising manager of the Beckwith Company, Dowagiac, Mich., addressing the Direct Mail Advertising Association at New Orleans Convention, A. A. C. of W.

Cement Products Co. Has National Campaign


A national advertising campaign, which will extend over a period of one year, has been engaged in by the Cement Products Company, Wilmington, N. Y., manufacturer of "Saniset" portable sewerage disposal system.

Hardy With C. R. Cook Paint Co.

Paul W. Hardy, who was formerly advertising manager of Valentine & Company, makers of "Valspar," New York City, is now advertising manager of the C. R. Cook Paint Company, Kansas City, Mo.

The
Magazine
of a **Remade**
World.







WE are living in a world Remade. The gulf between TODAY and YESTERDAY is an abyss that staggers Memory. Never before did the words "last year," "five years ago" express so much of the obsolete as now. We think in new terms, thrill to new emotions, respond to new appeals. The old stage settings for the drama of human life have been demolished. From "splendid isolation" our nation leaps into the maelstrom of World Politics; women are sharing the franchise, and the greatest country on earth has entered without revolution into an era of alcoholic drought. But the greatest change of all in the hearts and minds of men and women is a *new conception of human life*, its relations and its responsibilities.

The Red Book Magazine Faithfully Reflects This Change

In that sole form of Art possessing universal human appeal—Fiction—the old recipes have been cast aside, and those writers who are alert to the newborn world are writing the





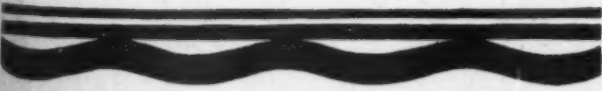
throbbing history of their time; it is being published in the one periodical — THE RED BOOK MAGAZINE — that has set for itself the purpose of reflecting the impulses and the achievements of the sort of people who are striving and achieving in America today.

So far as the scope of this purpose is concerned, attention is directed to the October number, now on sale wherever magazines are sold, for in the contents of this single issue is reflected the idea behind the magazine as a whole. In part, and by way of particular specification:

If you would know how deeply the days through which we have passed have sent their cleansing fires into the heart of a hard old man, read "The Conversion of John Carver," by William Dudley Pelley.

If you doubt that in the soul of the lowest enemy of organized society there has been set a little fire of righteousness, read "The Wire," by Paul Annixter.

If the Parlor Bolshevik is rampant in your midst and is sowing dragon's teeth in the field of life about you, and you wonder what you can do, read "The Tail End of a Large Evening," by Royal Brown, and go and do likewise.



If you think the big business man is the same sort of predatory pirate that the muck-rakers of 1913 tried to make you believe he was, read "The Man with Three Names," by Harold MacGrath.

If you think the woman of today is, after all, not different from her grandmother, read the story of what one woman—like a million others—did, in "Richie Kemp's Mother," by Sophie Kerr Underwood.

If you want really to know precisely what sort of human being this American negro is, who went to war and came back again, read "A Smooth Talker," by Harris Dickson, who knows both negro and war.

And particularly is the purpose of the magazine expressed with literary distinction in the splendid novel—

"What's the World Coming To?"

By RUPERT HUGHES

who has been acclaimed by American and English critics—in the vast scope of his work—the American Balzac.

THE RED BOOK MAGAZINE

MORE THAN



600,000
COPIES MONTHLY

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A Greater Truth Work of the National Vigilance Committee

The Movement, Begun Only a Few Years Ago, Is Taking Root in the Local Better Business Bureaus

By Merle Sidener

President, Sidener-Van Riper Advertising Company; Chairman National Vigilance Committee

WHAT advertising has attained is in some degree indicative of what it may yet accomplish. Yet I venture to say that the wildest dreams of the most pronounced idealist in this convention to-day, would seem far from visionary if compared with the actual position of advertising in the business world ten years from to-day.

Advertising is education. It will become the most potent medium for the dissemination of authorized information in all lines of activity. Advertising will be the means of carrying out that greatest of all sales messages—"Take the Gospel into the uttermost parts of the world." Advertising will duplicate the pulpit's influence a million-fold in preaching the doctrine of neighborliness. Advertising will teach the worker to be worthy of his hire and it will inspire the employer to pay a fair day's wage for a fair day's work. Advertising will disseminate the knowledge that the fundamental factor in industry is the amount of production obtained per unit of labor or effort.

Advertising has been used largely as a means to increase the sale of merchandise. It will always have an important place in the distribution system. But the future holds in store for advertising, greater opportunities for service to mankind than have yet been thought of.

What these new lines of service may be, are not apparent to us to-day. But a realization of the fact that new and undiscovered opportunities await those of us who are engaged in the business of adver-

tising, makes it necessary that we be prepared and equipped for these developments whenever and wherever they come.

The truth movement is essential to the maximum success of advertising. Only efficient advertising can succeed permanently and only strictly truthful advertising is efficient. We still have those to fight who deliberately seek to use advertising illegitimately but the larger and more dangerous element is that minority of business men who have not yet learned that honesty is the only policy. There is no such thing as a white lie, especially in advertising. A statement is either true or untrue.

EVERY MAN MUST REALIZE THE NEED OF TRUTH

Our movement therefore must set for its objective, the carrying of our message to all people everywhere. Not until every man, woman and child has learned to be truthful and to require those with whom they come in contact to be truthful, will our movement have succeeded. Impossible idealism? No, merely applied common sense.

We will all agree that only right survives and that only honesty builds permanently. With that as the basis, intelligent reasoning carries us to the point where this fundamental truth must be universally accepted and practised. What is true, must be believed by all, not by a few.

While our especial concern is for the application of truth to advertising, we can not be technical. The advertisement is merely the reflection of the advertiser. His business policy must be honest or his advertising can not be truthful. And the business policy is formulated by the individual. So

our message must ultimately reach all individuals and convert all individuals.

Therefore an analysis of the greater truth movement may be made along strictly business lines. We have a service to dispose of—a service recognized as fundamentally correct. We know that there is a market—an almost unlimited market. There is a universal demand for what we have. This demand is not always a conscious demand, but the mere offering of what we have, awakens the demand. Where there is a good product and an existing market, there is a means for bringing the two together. Our problem is therefore that of distribution.

During the six years that the National Vigilance Committee has been in existence, it has made progress in perfecting the service which it is offering. It has organized a primary distribution system, which has proved its worth and which may now be accepted as the nucleus for broadly extending the movement.

This is big business we are in and we are required to operate on a large scale. During the last year our headquarters staff has been re-organized, or to be more accurate, it has been organized, for the demands of the Government in war work took from us the only employed men we had. We are fortunate in being able to report to you to-day that we have three of the best men obtainable in America for the executive heads of the departments of our committee. H. J. Kenner, who was the first secretary of the National Vigilance Committee, has returned as executive secretary of the committee, bringing with him broadened business experience. William P. Green, who while serving as secretary of the committee, was called by the Government for an important post in the Public Health Service, is now organization secretary of the committee, in charge of the building of better business bureaus and local vigilance committees. Richard H. Lee, who attained a national reputation as special investigator for

this committee several years ago, has returned to us as special counsel, in charge of investigations of national frauds in advertising.

These departments are to be equipped with a sufficient staff of assistants to make possible the larger work necessary. Hugo Swan, formerly secretary of the Vigilance Bureau of the Minneapolis Advertising Forum, came with the committee September 1, as assistant secretary and other capable men are to be added.

LOCAL VIGILANCE WORK TO BE STRENGTHENED

There are at present sixteen better business bureaus with employed secretaries and the greater truth programme contemplates the organization of such committees in every city of 50,000 or more population.

With these bureaus as branch offices of the National Vigilance Committee, it is our purpose to establish districts for the intensive distribution of our message and the "delivery" of our service. The plan calls for the organization of volunteer vigilance committees where there are advertising clubs but where there are no better business bureaus, and in order to make the distribution 100 per cent, we must obtain the co-operation of chambers of commerce, commercial clubs and merchants' associations in all other cities and towns, for the creation of vigilance committees to serve their communities.

Just as the manufacturer increases his volume of sales by multiplying the number of his distribution outlets, so can the truth movement extend its influence by increasing the points of contact in various communities. Every local committee or bureau will be a source of original information concerning advertising as well as a distributing medium of educational influence.

At headquarters there must be an expansion of our present library of information about evil practices in advertising and fraudulent enterprises. It must be possible for a newspaper to wire headquarters and receive immedi-



Among America's Leaders

THE Milwaukee Journal made a gain of 132% in National advertising for the first six months of 1919 over a similar period in 1915. In this group of nine which comprises America's leading papers in volume of National advertising the Journal is

3rd in percentage of gain

National Advertising Lineage Gains for six months from January to July of 1919 over 1915.

	Lines Gain	Pct. Gain
New York Times	1,581,310	181
Chicago Tribune	1,249,514	108
Boston Post	1,270,908	116
Kansas City Star	731,720	49.1
Baltimore Sun	1,432,165	224
Detroit News	886,038	88.6
Cleveland Pl. Dealer	914,759	111
Prov. Journal	909,188	114
MILWAUKEE JOURNAL	931,509	132

The Journal—serving a city of 500,000—is on equal footing with the papers holding high rank in cities whose population runs into millions. The Journal is a leader—editorially, in point of prestige—in advertising gains.

The Milwaukee Journal

H. J. Grant, Publisher

R. A. Turnquist, Advertising Manager

Special Representatives

O'Mara and Ormsbee, Inc., New York and Chicago

London Office

34 Norfolk Street, Strand W. C. 2

ate information about any known fake advertiser or suspected enterprise. We must be ready to give prompt advice to local committees and bureaus on questionable advertising methods. There must be provided a series of pamphlets and booklets dealing with the fundamentals of the truth movement for the use of those engaged in the active promotion of the movement, and other printed messages for distribution to millions of buyers and sellers, presenting truthful advertising as a service.

The greater truth movement must be advertised. First the trade papers of the various industries should be used through paid space, that the manufacturers, the jobbers and the retailers may be educated. Later, space in magazines and newspapers must be used to educate the consumers—the buyers.

In brief, the greater truth movement will be a plain business activity. It has already passed beyond the experimental state. It is not a reform movement, managed by fanatics and merely tolerated by the rest of the country. But as advertising is an essential part of business, so this truth movement is an essential part of business. It must be financed on a plane with other large business undertakings. It must employ the best brains the business and professional world produce. It must have vision and be constantly scanning the horizon for broader opportunities.

Already, foreign countries are writing us to extend the truth movement to their shores, and there is immediate need for these invitations to be accepted. It must be a world-wide movement in order that it keep pace with the spirit of modern times.

It is a movement in which every man and woman engaged in the business of advertising have definite interest.

In theory it is a great corporation in which every one of you owns stock, and as stockholders you are directly concerned in seeing it succeed. Your dividends will come in the form of increased profits in your own individual

lines because of the greater confidence the public will have in business generally. If you ignore your own responsibility to help create maximum public confidence, then you are dead weight pulling against the movement.

Our appeal therefore is for a million business men and women to invest their time and energy in promoting the greater consciousness of individual responsibility truth movement during the next year. With such a force, the programme which we have built on paper, can be made a practical, virile influence, the limits of which are as boundless as the reach of that world-wide human activity which we call business.

Bank Must Use Care in Its Advertising

It is said that ninety-one per cent of all American business is conducted through the mails. Letter-writing is useful and has become a finished art. Unusual expressions in letters or in advertising, so far as the Trust Department is concerned, should be avoided, but appropriate advertising through intelligent channels will accomplish great purposes and break down apparently impassable barriers.—Virgil M. Harris, LL.D., trust officer of the National Bank of Commerce in St. Louis, addressing New Orleans Convention, A. A. C. of W.

Peck Has "American Legion" Account

The advertising account of *The American Legion Weekly*, New York; the Peele Company, manufacturer of "Peele Elevator Doors," Brooklyn, N. Y.; Merrill-Hartford Clothes, New York, the Whitney Clothes Shop, New York, and T. I. Mitchell & Co., manufacturers of "Mitchell Silks," also of New York, have been recently obtained by the Peck Advertising & Distributing Agency, New York.

Bradley Joins Presbrey Agency

L. M. Bradley, general manager of the Motor and Accessory Manufacturers' Association, has joined the New York office of the Frank Presbrey Company, Inc.

Chicago Ad Women Issue Year Book

The Women's Advertising Club of Chicago has recently issued its first year book. In it is given a brief business history of each of the club's fifty-two members.

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LUCKY for us all right when "Spike" Turner made that fair catch and I kicked a goal from placement last Saturday. It was an easy one, square in front of the posts, but it won the game. Now that evens up things with Winsted High for the white-washing they gave us last season.

But I'm out of it for the rest of the schedule, worse luck. Doc says I pulled a tendon Achilles or something.

Doesn't interfere with my shacking ads for *The Argus*, though. I didn't figure when I took the job that I'd have to take a hand at writing. But Mr. Frink, our fish-dealer, who always has a standing card in the old book every year, said he didn't think his copy was pulling in very fast and guessed he needed a change of bait. Said he'd double the space this year if I'd get him up something with a lot of punch in it.

I got Ed Harper, our editor, and we went home and collected a lot of copies of *The American Boy* and read over all the ads again. Some-

where we found a nice picture of a fish jumping and Ed said we could have a cut made of that, and after we'd read about a million ads, Ed knocked out some lines that ought to make every day fish day around our way. Gee, Ed's got a head like a tack, all right.

Billy Byer.

(Continued in *Printers' Ink* of October 2)

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in All the World"

The boys who read the first copies of *The American Boy* are men now, and many of them fathers of more American boys. Hundreds of thousands of boys who are reading the advertisements in *The American Boy* today will carry these impressions through life. These boys are buying now, and as the years accumulate their buying will increase. This is undoubtedly a big factor in the steady increase in advertising lineage in *The American Boy*.

THE SPRAGUE PUBLISHING CO., Detroit, Mich.

(Member A. B. C.)

Branch Offices:

286 Fifth Ave., New York

1418 Lytton Bldg., Chicago



Ordered in Advance By the Buying Power Of the Shipyard

From a few typical pages, with a brief outline of the entire volume, many shipbuilders have already ordered the SHIPBUILDING CYCLOPEDIA at \$10 a copy. This is conclusive proof of the practical value of the text. The descriptions of the equipment of those manufacturers using Catalog space are made an integral part of this text.

Listed below are the positions of the men in just two shipyards, who have ordered the SHIPBUILDING CYCLOPEDIA in advance. They represent practically the complete Buying Power of each yard.

This is typical of the thorough distribution which will be obtained by our many experienced book-salesmen, presenting the complete volume.

To keep your products constantly before the Buying Power of the shipyards—be sure that they are adequately described in the Catalog Section of the SHIPBUILDING CYCLOPEDIA.

Typical Orders for the Shipbuilding Cyclopedias

From the
GROTON IRON WORKS
GROTON, CONN.

General Manager
General Superintendent
Naval Architect
Chief Draftsman
Charge Draftsman

From the
SKINNER & EDDY CORPN.
SEATTLE, WASH.

Naval Architect
Chief Engineer
Scientific Engineer
Chief Draftsman
Charge Draftsman

SHIPBUILDING CYCLOPEDIA

Typical Pages
from the
SHIPBUILDING CYCLOPEDIA
Showing Why
it will be
In Constant Use
By the Buyer

This 44-page booklet contains the typical pages which are selling the SHIPBUILDING CYCLOPEDIA to the engineering and purchasing executives.

It shows every manufacturer of ship and shipyard equipment just how his products should be described in the Catalog Section of the SHIPBUILDING CYCLOPEDIA—and why his products will be kept constantly before the Buying Power.

We will be pleased to send a copy of this booklet on request.

(The Catalog Section of the SHIPBUILDING CYCLOPEDIA will go to press within a short time.)

SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING - NEW YORK, N. Y.

Publishers also of RAILWAY AGE, RAILWAY MECHANICAL ENGINEER,
RAILWAY MAINTENANCE ENGINEER, RAILWAY ELECTRICAL
ENGINEER, RAILWAY SIGNAL ENGINEER.



IF YOUR selling price were determined by causes not under your control, how would you proceed to increase your profit and gain advantage over your competitors?

By lowering production costs, naturally.

POWER FARMING

selects its readers not by geographical location, not by kinds of crop or product, but by acreage (size) and

production methods

Unable to influence selling price, the successful power farmer today, through the employment of mechanical power and the attendant reduction of production cost and increase of profit, is gaining a tremendous margin over the horse pace farmer. The large acreage power farmer's buying power is over five times that of the horse pace man. Only one farmer in twenty is today a power farmer.

Do you want complete data?

THE POWER FARMING PRESS

ST. JOSEPH, MICHIGAN

Two men cutting and shocking wheat, replacing five men and eight horses.



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Selling the Consumer and Then the Dealer, by Big Space

Advertisers Who Have Used Newspaper Pages as Parts of Successful Campaigns

By Frank D. Webb

Advertising Manager, Baltimore *News*

WITH the growth of the idea of a campaign of full pages, or even double pages, in publications of so-called national circulation, why isn't the same idea which we are just beginning to see worked out, good in newspapers?

For several years now one full page or even several full pages in the course of a newspaper campaign has been growing increasingly frequent, but only very recently inaugurated by the Good-year, Goodrich and Firestone Tire people have we seen the newspaper campaign on anything like a general scale across the country, the backbone of which is made up of full page advertisements.

The idea of using one or even two or three full pages in the course of the schedule from 5,000 lines up, is becoming so customary now that the campaign which comes in without it above this size may almost be said to be the exception rather than the rule, but in the great majority of those cases the primary purpose of the page or pages is to get or to perfect distribution.

And if the page is a valuable factor in getting the merchandise on the dealers' shelves, it would seem to be an inestimably more important factor in performing the major part of the selling operation; namely, moving them off the dealers' shelves and into the hands of the ultimate consumer.

So many firms enter the market apparently with the thought that if by any manner or means initial distribution can once be secured the product thereafter will take care of itself; when, as a matter of fact, in our experience, almost

nothing in business is easier to lose than a quick initial distribution, especially of the sort obtained with the leverage of advertising, where the importance of utilizing the same lever to move the goods from the retailer to the consumer is afterward apparently lost sight of.

MAKING DISTRIBUTION LIQUID

The dealer buys on the strength of the page and following copy, has a considerable part of the initial order on his shelves perhaps after the heavy part of the campaign has appeared and unless the effort is at least reasonably sustained, in time is apt to come to the conclusion that he is being left to hold the products. He will sell the last of the initial order perhaps with a sigh of relief, and unless the goods have been so extremely meritorious as to repeat strongly on the initial sale, or unless the follow up advertising has been effective enough to sustain consumer interests, he will let the goods stay out of stock until another selling and advertising drive.

But the page idea even fairly sustained—to the extent of twelve or even six a year will keep the product in the mind of the consumer as well as the retailer and with a moderate thread of supporting copy should steadily build up every market thus cultivated.

The Baltimore *News* in the past few months has been conducting a series of investigations into the sale of various commodities, which has opened the eyes of every man on our staff to the importance and possibilities of definitized, systematic advertising campaigns, at least in the leading newspaper in the various communities.

These investigations have prob-

Portion of address before the Newspaper Departmental at the New Orleans Convention, A. A. C. of W.

ably been as comprehensive and elaborate as those ever made by any organization on the sale of any particular line of products in any one market.

One which we are just completing totals with its illustrations something like 200 typewritten pages and covers the sale of eighty different articles in the same line in nearly a third of all the stores in Baltimore handling that particular type of products.

But in practically every investigation that we have made, we have found pretty much the same general characteristics popping up. In a line like chewing gum, for example, which has been heavily advertised for years in newspapers, we have found a comparatively small number of products in the entire market—a very high percentage of distribution with the leading newspaper advertisers running away with their field.

NON-ADVERTISERS AND MARKET DISORGANIZED

Comparing this with talcum powders and jams and jellies, for example, which are both conspicuous for the comparatively small amount of definitized newspaper advertising which has been done in either line, we found a very large number of products, as a general thing with a low percentage of distribution and the market, more or less, cut to pieces by the many different brands competing for it.

We found fifty-one manufacturers of jam and jelly in the Baltimore market, for example. We found eighty odd brands of talcum powder with the best newspaper advertiser in the lot heading the list, and with a brand which has only been on the market a little over a year, but which has been conspicuously consistent throughout that time as a newspaper advertiser, running second in distribution and third, apparently, in sales.

In this connection, a very interesting contrast was afforded by the Baltimore market, worth a million dollars a year on chewing gum, a

five cent article, but only half a million dollars a year on talcum powder, which will average from twenty-five cents a can up, and which is certainly quite as much in universal use.

If it pays to advertise such commodities as these in full page copy in publications of so-called national circulation, why wouldn't it pay to use full pages, at least in the leading paper of at least the thirty or forty big centres of distribution throughout the country, on the start?

The manufacturers who have had very little experience with newspapers on this plan, could try out the idea, learn its practicability before committing themselves to the use of a larger number of publications and in a much larger number of towns.

The creative possibilities from this form of advertising also should be taken carefully into consideration. How many of the 5,000 stores now handling chewing gum in Baltimore found it profitable to sell a five-cent item of this sort until newspaper advertising overcame prejudice in thousands of cases and raised the consumption to a point where it pays an ever increasing number of firms in every line of business to carry this article?

How long would it be, if the manufacturers of fountain pens were to embrace the same newspaper idea, before the condition we found on investigating stationery supplies, and in which some 30, or 40 per cent of the stores did not carry fountain pens at all because there was no demand for them, ceased to exist?

In addition to Firestone, Goodyear and Goodrich, who are carrying on page campaigns at the present time, there are or have been recently, the manufacturers of O'Sullivan's Rubber Heels, Colgate & Company, Chicago Tribune, The Curtis Publishing Company, Pictorial Review, Literary Digest, the manufacturers of Ward's Orange Crush, Corkran, Hill & Co., the largest meat packing concern in Baltimore and perhaps in the East, E. H. Josselyn Co., candy

Re: GAINS

It's a poor paper that doesn't show advertising gains this year.

The gaining papers shoot over a barrage of staggering statistics calculated to knock the space buyer's eye out. Sometimes it does.

But the wise space buyer will use the eye that isn't knocked out to determine the *relative* value of the rosy figures.

Find out which paper made the *most* gains.

THE PLAIN DEALER'S AUGUST GAIN OF 667,352 LINES IS THE BIGGEST GAIN EVER MADE BY ANY CLEVELAND PAPER IN ONE MONTH.

The following figures show how experienced advertisers are spending their Cleveland money.

GAINS

AUGUST, 1919, over AUGUST, 1918

Plain Dealer	667,352
Press	392,378
News	260,540
Leader	172,760

The Plain Dealer

Largest Morning and Sunday Circulation Between New York and Chicago

Eastern Representative
JOHN B. WOODWARD
Times Bldg., New York

Western Representative
JOHN GLASS
Peoples Gas Bldg., Chicago

manufacturers of Baltimore, and the Polk Miller Drug Co. Other pages on Selden Truck, Chandler Automobile, U. S. Tires, Gillette Safety Razors, Kayser's Silk Gloves and Underwear, Charms, Pillsbury, Palm Olive Soap, Dr. Scholl's Foot Appliances and the Craig Kennedy Serial, with a great many more scheduled for the near future, help to illustrate the fact that the idea of page copy in newspapers is progressing, and brings out its possibilities with the consumer if used in a schedule.

We contend that it is infinitely easier to sell to the consumer than to the retailer, and a method which in practically every case proves tremendously successful in persuading the much badgered dealer to stock the new line of goods, will be even more productive with the ultimate consumer himself.

Also how beautifully the newspaper drive fits in with any other type of advertising. It is flexible, and the rapidity with which it can be worked no matter what form of advertising may have been selected to carry the main weight of the campaign, is unique.

BIG SPACE TO BUILD UP WEAK DISTRIBUTION

If one section is weak, use the newspapers to build it up. A particularly timely condition exists in a wide stretch or a relatively small area of country and newspapers, like the backs on a football team, can all pile through the opening thus presented by the fullback or the guards.

A change in general conditions occurs to-night and afternoon papers the country over can get their copy and instructions by wire in time for publication the next day.

It is ideal for feel outs, completes the details of any other campaign, but makes a campaign by itself limited in its possibilities almost only by the merit of the product and the weight of the drive behind it.

On any article of any line for general consumption, or for which universal or even a very wide de-

mand exists or can be created, it seems to me the manufacturer with a product not now getting the benefit of this force, will do well to consider what can be accomplished.

And the final benefit of the idea lies with the fact that a tryout to any extent can be made in so limited a number of localities scattered in order to get a line on different conditions in every section of the country, that an absolutely accurate cross-section of the possibilities can be obtained at an expense trifling in comparison with the cost of experimentation in almost any other form of advertising.

Human Copy the Need of Bank Advertising

The study of human nature enters into financial advertising more largely than into any other phase of the work. Only when banks began to recognize the psychological equation did their advertising begin to produce. Until then, they succeeded despite their chilled efforts to fill perfectly good advertising space with dead matter camouflaged as "dignified financial copy."

In spite of the great progress that has been made, however, bank advertising to-day is not 100 per cent productive because it is not yet 100 per cent human. Yet to-day, more than ever before, there surely is the strongest reason for injecting humanness into every piece of copy that we write. The world is being humanized. The peoples of the world, drawn together by their common tragedies of war, are beginning to understand each other better. True, this greater understanding has not yet produced harmony. We are still in the transition period. But however keen our international commercial competition, however serious the problems which threaten our national lives, it nevertheless is true that we know more about each other, and this better understanding will eventually bring greater harmony and happiness to the peoples of the world. —Eleanor Germo, advertising manager Los Angeles Trust and Savings Bank, addressing the Financial Advertisers at New Orleans Convention, A. A. C. of W.

Changes Advertising Headquarters

The advertising of the Mills Restaurants, a chain organization, which was formerly handled at Cleveland, Ohio, will now be managed at Columbus, Ohio. The management of the advertising will continue to be in the hands of Le Roy Parsons.

One of the volumes most frequently referred to in American Consulates by local merchants and buyers is

"AMERICA'S LEADING MANUFACTURERS The Standard Blue Book of Foreign Trade"

AMERICAN CONSULAR SERVICE

Vancouver, B. C., Nov. 5, 1918

New York Commercial
New York, N. Y.

Gentlemen:

I beg to acknowledge with thanks receipt of the 6th Edition of "America's Leading Manufacturers."

This volume is one of those most frequently referred to in this office by local merchants and business men.

Very respectfully yours,

(Signed) Geo. N. West
American Consul General

¶ Shall the American Manufacturer be Supreme in the Trade of the World?

¶ Shall he awaken to the golden opportunities which the foreign markets are now offering him?

¶ America will be the workshop for demolished Europe and will be called upon to fill demands from every foreign market.

¶ Sign and mail the attached coupon and we will show you how we can place in your hands direct inquiries for your goods from foreign buyers.

New York
Commercial
Expert Department
28 Park Row,
New York

Without obligation on our part, please let us have complete data of your plan showing how we can advertise our goods in five separate languages at the expenditure of two hundred dollars (\$200) per year.

**Standardize your Name and
Product with World Buyers**

Name _____
Address _____
Date _____



A MILITARY PARADOX

WHAT would you think of the hand-grenade and a flag of truce as a fighting combination? Yet it is a combination discernible in many automotive sales-campaigns. The reasons-why are not impossible to remedy, however. (See next page.)

The SERVICE CORPORATION
AUTOMOTIVE SALES DEVELOPMENT

White-Flag Campaigning~

"Guess-fighting"—that's the name for much automotive sales-promotion, right today. Shock-troops fighting with triumph in one hand and truce in the other. Why? Because of these limits to the sales-manager's knowledge:

He does not know who his own dealers are—
He does not know who are the *right dealers* out of the entire United States for his proposition—

He does not have Confidential Reports on his own or his competitors' dealers—

He does not put complete advance Town Reports in the hands of his roadmen, because he does not have such reports—

He must use broadside instead of rifle-fire tactics, aimed at the dealer-mass instead of the predetermined *individual*.

These are only master-threads picked from the fabric of his compromise flag. They are defeat-elements that hide his objective by blindfoldment. The one saving feature of the situation for which he can be grateful is, that *most* Sales Managers answer to this same indictment. "I don't believe it!" a good many S. M.'s have said to us. May we not tell you what we have told them?

Address us at either office, as a matter of information — not obligation.



It's impossible for you to invest in our services unless you need them.

~ T R O Y ~
NEW YORK



DETROIT
MICHIGAN

A Market No Advertiser Can Afford to Overlook

Erie

Pennsylvania

The Market, 157,793

Erie Population, 105,000; Suburban (35 mile radius) 52,000

The exceptional feature is this:

A large, concentrated, prosperous market—dominated by a single newspaper. That means big sales at low advertising cost.

Erie Daily Times

(A. B. C. Member)

Paid Circulation 27,693

Line Rate 6c. flat. Evenings except Sunday

The **Erie Times** has 50% more than the combined paid circulations of its two daily competitors, and over *treble* the circulation of either.

Erie City population is 105,000 (conservative) that means 21,000 homes.

The City paid circulation (A. B. C.) of the ERIE TIMES is 18,939.

Suburban Erie, 35-mile radius, has 52,000 population—10,000 homes.

The suburban paid circulation (A. B. C.) of the ERIE TIMES is 6,718.

You can saturate this big market through the Times alone.

Obviously, Mr. Advertiser, the Erie situation is so exceptional as to be in every national campaign. *Net profit*—that's what you want. Select Erie therefore—large population and small advertising cost. You do not have to scatter your advertising funds. The **Times** dominates and you reap the benefit.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

15 E. 26th St.
New York

Harris Trust Bldg.
Chicago

Waldheim Bldg.
Kansas City

Monadnock Bldg.
San Francisco

An Ugly Duckling That Became a Swan Through Good Merchandising

Advertising Links Up Old Product to New Field

By C. B. McCuaig

IN wandering about the busy marts of trade, worshipping at the altar of success and dropping an occasional tear over the good thing that almost went across, I have been impressed by two outstanding facts: That failure is due to poor merchandising; that success is often because of the superior worth of the article manufactured.

Never have I met a manufacturer who admitted that his product became world-known because it was well sold, and not because it was so good that you couldn't keep people from buying it, but at last I have found an unquestionable "ugly duckling." It was but one of several hundred products as long as it was left to make its own way, but turned into a glorious success the moment it was hitched to the chariot of imagination and good merchandising.

If you have been in touch with the paint and varnish business you know that most of the big organizations have a long list of products. Two or three of these will be "leaders" strongly advertised. The rest are carried along by the momentum of the big sellers. When you hear the name of Pratt & Lambert you think of "61 Floor Varnish" or "Vitalite," but unless you are pretty close to the business you will not recall the many other items put out.

Some four years ago there was one of these "also rans." It bore the company's stock label, and the only way you could distinguish it from a dozen other products was that it carried the imprint "Black Enamel" while the other cans had different names. Ever since the early days this "Black Enamel" had gone on its even way, show-

ing sales just large enough to make it worth while keeping in the line, but not enough to make it stand out from the others.

Then along came the war. In a moment conditions in the paint and varnish business were turned upside down. The products used for architectural work became a drug on the market. Dealers would not stock because of the stoppage of residential building, general slowing up of painting and the hope of lower prices. The only rift in the clouds was that war orders for varnish, vast government orders for airplane "dope" all helped fill the gap.

For several years W. P. Werheim, advertising manager, had suggested the possibility of putting out an automobile finish for use by the amateur or the owner, but conditions were not ripe, and it seemed a decided departure to offer something to the car owner with which he might in his zeal make a mess instead of a joy and beauty.

THE NAME WAS ALL IMPORTANT

One day came a letter from a salesman out west. He had discovered Black Enamel. "Why don't you dress it up with a new label and put it on as an automobile finish?" he asked.

This salesman was so insistent, and backed his talk by selling so much Black Enamel through educating his dealers to sell it for jitney finishing, that something had to be done. So it was decided to give Black Enamel a try out. The more they went into it the better the possibilities seemed to be. Painters were using many coats of flat color and varnish which meant that the owner of a jitney who

wanted his car refinished was put to considerable expense. Black Enamel could be easily applied and the finished job looked like a million dollars.

Of course it had to have a new name and a new label. This they gave to it, and the erstwhile ugly duckling blossomed forth as a leader—"Effecto Auto Finishes," for it soon went into eight colors.

Then came the question how it was to be advertised.

The first gun in the campaign was a splendid broadside sent to the company's full list of paint and hardware dealers. On the outside fold it carried a sketchy picture of a little man seated in an automobile, waving bills of large denomination, and this announcement: "This Fellow Is Headed Your Way." Inside, by means of an unusual layout, the dealer was impressed with the fact that "Effecto" was to be backed by the guns of big advertising and the logical thing was to stock up at once and avoid the rush.

With the exception of one full page no large space was used in the display advertising. The standard copy consists of seventy-five lines double but it hits the line often and hard, appearing in many of the national publications as well as in business papers. The copy is on the cartoon order and every picture tells a story. To give an idea of the line of attack chosen, it will do no harm to quote a few of the catchlines which appeared across the top of the space beneath the cut.

"Get A New Car, Ed?"

"No. Same Little Old Last Year's Car Refinished With Effecto!"

This under the picture of a pleased home painter talking to a friend beside the car he has just sold:

"Got Fifty Bones More Than I Ever Expected."

"Sure. I Told You Effecto Would Make Them Offer More."

Another shows a smiling owner standing beside his repainted car.

"Camouflage The Old Bus! Folks Won't Know It's Two Years Old."

One of the most important parts

of an advertising campaign in the paint and varnish field lies in the selection of the right kind of dealer helps, and one of those chosen for Effecto is a masterpiece of aptness and simplicity.

HUNDREDS OF FORD WHEELS DEMONSTRATE PRODUCT

The problem was to hook up enamel and automobiles. How did they do it? Simple. Following a salesman's suggestion Mr. Werheim just went out and bought up all the discarded Ford front wheels he could find. You know the first thing many a Ford owner does when he buys his car is trade in the wheels for others. He wants rims which will hold larger tires, wire wheels—in fact anything but the kind Henry thinks the car ought to have. As a result, the market for second-hand Ford wheels is often glutted. The first lot Mr. Werheim bought he got for something like fifteen cents apiece, but once a demand was established the price was advanced until now it has gone up several hundred per cent. However, Pratt & Lambert are not worrying for they have thousands in stock and they think they have pretty well cornered the market.

When the wheels were received they were turned over to a crew of finishers who rubbed them down and fixed up each spoke in a different color of Effecto. The result is a most attractive display piece. If you doubt it look for the wheel the next time you are in the store of a paint and hardware dealer and you will be convinced.

Effecto was not put out to the auto accessory trade. It was confined to the paint and hardware dealers who for years have been handling Pratt & Lambert products. They were given a thorough course of education in its worth by mail and by means of display space.

When the sales force went out prepared to sell, they picked up orders in practically every city, town and cross roads. The auto finish in a full line of colors went on the market in 1916 and the sales were big. In 1917 they

Why The Detroit Sunday News Leads in Rotogravure Advertising

THE Detroit Sunday News was the first Michigan paper to issue a rotogravure section, and the first to increase this section to eight pages.

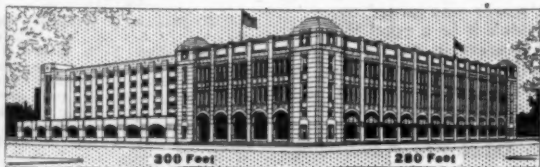
In Detroit, The Sunday News is exclusive in the use of two colors for rotogravure printing, its pages alternating rich green with pleasing sepia.

The Sunday News rotogravure is printed in the News building under direct supervision of the News management.

The Detroit Sunday News has over 195,000 net paid circulation, exceeding its only Sunday competitor by over 25,000 in total circulation and over 40,000 in city circulation.

Artistic superiority, exclusive variations of color, larger and more concentrated circulation, are some of the reasons for the substantial lead in rotogravure advertising of the Detroit Sunday News over its only competitor.

The Detroit Sunday News



*The Advertiser's Exceptional
Opportunity*

showed an increase of 90 per cent, and in 1918 almost as great a gain.

While the war was on, the plant of Pratt & Lambert was a splendid object lesson in the value of that spirit which puts imagination and selling force behind a product. The back of the plant, where such established products as architectural varnishes are made, was quiet and lifeless. The front part, where they made the enamel, was a seething hive of industry, men trying by all possible means to keep production up to the incoming orders, a task, which, by the way, they have never succeeded in accomplishing.

To-day, while current sales of all products are vastly greater than at any time in the company's history, the sales of Effecto are of all the Pratt & Lambert products second only to "61 Floor Varnish." While it is true that the auto finishes have been improved over the old "Black Enamel," that they are really the basis of a new system of automobile finishing, you can't get away from the fact that "Effecto" was evolved from the product that went begging under the humble name of "Black Enamel." True, the number of colors have been increased, but two cans of black finish are sold for every one of all the other colors combined.

Did you ever see a more clean-cut demonstration of the power of good merchandising? Here was a product that did not fail, but neither did it succeed in a big way in its quiet dress of a stock label, and became a "best seller" as soon as the power was turned on.

Wouldn't it be a good thing for manufacturers in general to look about them and see if they too have not an "ugly duckling" hidden somewhere in their nest?

Law Returns to Advertising

H. B. Law, who has served as pilot in the United States Air Service during a period of two years, and who previous to his entrance into the service of the Government conducted an advertising service in Chicago, has been discharged and has again established an advertising service in that city under the name of the H. B. Law Advertising Service.

Sees an Opportunity for Cloth Hats and Caps

After having successfully established their product with the retail trade Chas. S. Merton & Co., makers of Merton cloth hats and caps, have just embarked upon a national advertising campaign to establish their name and trade-mark with the buying public, this campaign being in the nature of a continuation of a campaign which was broken off at the outbreak of the war. The campaign, which is conducted by the Trades Advertising Agency, New York, has already been mapped out for a number of months extending into next year and it is the intention of the concern to continue its advertising through months not generally considered seasonable for this class of goods. During these months the advertising will feature caps or hats that are particularly suitable for use in the sports then in vogue.

The quality phase is being particularly emphasized in the national advertising, and quality dealers are being interested in the proposition through circulars reproducing the ads and through other forms of direct mail advertising. In addition each ad carries this line: "There's a Merton cap or hat for every sport" and the ads are made timely through the introduction of illustrations showing caps or hats that are appropriate for the season.

Changes in Chicago Office of Chesman & Co.

W. A. Weed, formerly a member of the editorial department of the *Boston American*, is now with the copy department of the Chicago office of Nelson Chesman & Co., Inc., St. Louis. Other additions to the staff of the agency at Chicago are: W. V. Benson, head of the space buying department, and Harry S. Wilson, head of the promotion department. Mr. Benson was formerly with the U. S. Bluing Company, and Mr. Wilson was recently discharged from the army.

J. S. McCain in Insurance Advertising

J. S. McCain, Jr., formerly assistant advertising manager of Valentine & Company, New York, maker of "Val-spar," and who was at one time with the J. Walter Thompson Company, Inc., New York, is now advertising manager of the Allied Mutual Liability Insurance Company, an organization managed by the John E. Waters Company, New York.

Glidden Co. Buys Nubian Paint

The Nubian Paint & Varnish Company, maker of technical paint and varnishes, Cleveland, Ohio, has been purchased by the Glidden Company, of the same city.

THE MOST EASILY CULTIVATED MARKET IN U.S.A.

"We will spend
fifteen hundred
dollars in
The News—"



THE new Steinburn Phonograph is a good instance. "We will spend \$1500 in The News" was the statement that obtained a hearing and closed the deal with an Indianapolis dealer for the largest single order the Steinburn corporation had booked to date.

*Accurate statistics and facts
of trade conditions as to your
product will be gladly fur-
nished you by*

THE INDIANAPOLIS NEWS

CHARTER MEMBER A. B. C.

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building

You are specialists and so are we

YOU, as a manufacturer, we venture, do not make *everything* that goes into your product. Few manufacturers do.

You bring together materials in various stages of development—you refine, complete, assemble or combine these materials—put *your* specialized science into them—and the result, your finished product goes to your market.

In furnishing materials for your product, some men are vitally necessary to you, with whose specialized science you may be only slightly acquainted.

You do not claim to know their science. They do not claim to know yours. It is because you put *your* knowledge and *their* knowledge together that you make your product the success it is.

We of Critchfield & Company offer you our 27 years of Specialization in Advertising and Merchandising, to gain or widen your market. We do not claim to know all about your business. But we do match our achievement in our specialized science with that of any other line.

Let us put *our* 27 years of specialization with *your* specialization — and help you work out your market problem.

This is the way we have always worked—*with the advertiser*. Many of America's most successful advertisers, with whom we have co-operated for years, will advise you as to the character and extent of our co-operation.

Critchfield & COMPANY

CHICAGO • DETROIT • NEW YORK • MINNEAPOLIS

An Institution
in the
Iron and Steel Industry

Annual Statistical Number
of
THE IRON TRADE REVIEW

January 1, 1920

The editorial pages of the ANNUAL will contain as usual, statistics, quotations and tables covering the preceding years' fluctuations in the prices of iron, steel and the non-ferrous metals. As such this issue has permanent value for the reader and a corresponding one for the advertiser who wishes to reach this field.

Space Being Reserved Now

Forms Close December 1

THE IRON TRADE REVIEW

Published by

THE PENTON PUBLISHING COMPANY

Penton Building, Cleveland

New York : 229 Broadway
Pittsburgh : Oliver Bldg.

Chicago : Peoples Gas Bldg.
Washington : Metzgerott Bldg.

**Power Boating—The Marine Review—The Iron Trade
Review—The Foundry—Daily Iron Trade
and Metal Market Report**

Members Audit Bureau of Circulations—Associated Business Papers, Inc.

Economic Education Urged as Remedy for Labor Unrest

Labor Situation Figures Largely in Proceedings at Thirty-third Annual Convention of United Typothetae of America

NATURALLY, under the present conditions of unrest, the labor situation as it relates to the printing industry was one of the biggest topics discussed at the thirty-third annual convention of the United Typothetae of America at the Hotel Commodore in New York last week. And as a remedy for labor troubles several of the speakers urged education—both of foreigners entering this country and of apprentices learning the printing business.

In addition to this consideration of the labor problem a resolution protesting against any curtailment of the hours of work per week was adopted. This resolution declared that the price of commodities is regulated by the day's labor of the individual and that the real unit of value or unit of compensation is not the dollar but the purchasing power of the dollar.

Further it was stated that the remedy for the high cost of living lies in increased production and the stabilization of prices in conformity with the wages paid. It was urged that the patriotism which kept men working during the war be continued during the reconstruction period and that the high cost of living be abated by intelligent, diligent, efficient and constructive labor and an avoidance of waste and extravagance. The meat of the resolution was couched in this language: "We receive with emphatic disapproval any suggestion at this time to decrease production whether by reduction in working hours or other methods, believing that such curtailment is unpatriotic, unwise, ill-timed and an economic crime."

In view of the great attention given to the labor situation at the convention, the election of William Green, of New York, as president of the organization for the ensuing year, is of particular interest.

Many of the members felt that if any man can adjust the difficulties which menace the printing and publishing business, he is the man. He is known as a progressive in his attitude toward labor and, in New York, he has won the workmen's confidence.

THE KIND OF EDUCATION THAT IS NEEDED

The first presentation of labor matters at the convention occurred during the second day of the gathering when Henry J. Porter, of Boston, chairman of the educational committee of the U. T. A., delivered an address on "Something New Under the Sun." Mr. Porter's address was given the closest possible attention. Here, in brief, is the substance of his talk:

"We are in the midst of an industrial upheaval. This war, which caused the withdrawal of some four million men from their normal pursuits into the military service of the nation, has left in its trail an industrial disorder that is rapidly approaching its acute stage. Parallel with the advances in the cost of living which followed the war, the workers of the nation, with few exceptions, began agitation for largely increased wages which, in some cases, were readily agreed to by the employers and in other cases the agitation developed into strikes, duplicate strikes and walkouts, combined with much bad feeling and a good deal of disorder. Recently there has been an increasing amount of labor disturbance, demand piling on demand, not alone for increased wages, but also for a shorter work week or work day, the closed shop, labor representation in business management, nationalization of certain industries, labor participation in price making and countless other

schemes. Now strikes are going on everywhere.

"But I have faith in the sober common-sense of the thinking people of this country. The great fundamental trouble with our industrial situation to-day is in the belief, upon the part of working-men that lessened production, obtained by shorter hours and purposed lessening of human efficiency, will create greater demand, force up wages and prevent unemployment, whereas a high degree of efficiency, combined with a high productivity, will give greater employment, reduce the cost of commodities, increase the purchasing power of the dollar and raise the standard of living.

"The great need of the present is attention to the better training of present workers and the induction into our industry of large numbers of carefully trained young men. You can talk until Doomsday, but you can't get away from the fact that an enlightened mind is the greatest asset on earth. And by enlightenment I mean not only industrial intelligence but an economic intelligence. You can train a young man to be the most skilled artisan in your plant but if, in his training, you have neglected also to teach him the fundamental economic truths of life, you will have a skilled disturber in your establishment. If, for instance, you pay him one dollar an hour for his time and you sell it for three dollars, he will be very apt to think that you are pocketing a very excessive profit for his work and he will consider ways and means to make you disgorge, because he will not comprehend that the burden which must be added to his labor cost is so much greater than what you pay him, that the total cost may indeed provide you with little if any profit at all. And this same economic gospel must be infused into all his process of thought.

"You actually have 'Something New Under the Sun' in the United Typothetae educational and training system that is unique in industrial America. If you take advantage of it, everyone of you

making it your personal business to feed selected boys into our national schools and into local schools, organized and conducted along Typothetae lines, and absorb these trained young men into your several businesses, it won't be many years before you will have 'Something New Under the Sun' in a class of workmen who will be proof against false doctrine, loyal to you, economic producers and above all citizens of this Republic that will stand as an immovable rock against those who would disrupt it or its institutions."

STANDARDIZATION OF PRINTING URGED

Another speaker who brought the labor situation to the fore was F. N. Shepard, field manager of the United States Chamber of Commerce, Washington, D. C. Mr. Shepard had just returned from a trip to the Pacific coast and he declared that the disturbances left in the wake of the war, including that of labor unrest, are "nearly as menacing as the war itself." He urged that the printing industry learn to standardize and prevent waste now as it did during the war. He further declared that the labor situation is much more serious than the business interests of the country imagine. Much applause was evoked by his declaration that: "We must teach the foreigners that this country is not an international boarding-house or an anarchistic café."

Among other resolutions adopted was one urging that efforts be made to change the basis for paper counts to 1,000, as this would make it easier for printers to handle. Another reaffirmed the Typothetae's confidence in the three year plan for getting a proper price for printing—this plan in the one year since its adoption having increased the membership of the organization from 2,127 firms and individuals to 3,618. A third resolution provided for a committee to take up with the new census officials a more correct tabulation of print-

THE HOUSTON CHRONICLE

O.K. national advertiser

An Indorsement shown by facts

THE HOUSTON CHRONICLE carried almost twice as much national advertising for the first six months of 1919 as in the corresponding period of 1918.

It carried nearly twice as much national advertising as the second paper in its field.

It gained 2,166,962 agate lines.

It led the second paper as follows:

Local	838,908 Lines
National	737,086 Lines.
Classified	265,034 Lines.
Total lead—1,841,028 Lines.	

—and the reason:

More than a Chronicle per home in Houston.
A lead of 35 per cent over the second paper in Houston.

More circulation in a territory of 100 miles radius than any other paper in 150 miles radius.

The approval of jobber—retailer—consumer.

Put your campaign over in Houston territory with

THE HOUSTON CHRONICLE

M. E. FOSTER
President

J. E. McCOMB, Jr.
Manager National Advertising

HOUSTON, TEXAS

JOHN M. BRANHAM COMPANY
Representatives

The Service and Cooperation Department of the Chronicle is at your service.

Mallers Bldg.	Chicago
Candler Bldg.	Atlanta
Chemical Bldg.	St. Louis
Kresge Bldg.	Detroit
Brunswick Bldg.	New York

ing statistics to the end that printing may be rated higher than the sixth industry—its present standing according to the last census—the Typothetae believing that it really does rank higher. A fourth resolution commended the joint congressional committee for curtailing the output of the Government print shop and urged that its output be devoted entirely to Governmental work and that the standard cost system be adopted in its bookkeeping.

Speakers at the various sessions included many prominent men in the printing business. The retiring president, Arthur Southworth, of Chicago, presided at the open meetings. The secretary, Joseph A. Borden, delivered a very interesting report in which he paid particular attention to the valuable "surveys" conducted by the association in various cities to determine the exact status of the printing industry in those cities—the actual cost of doing the work, the amount received, the profit or loss and the proper selling figure for printing if the printers are to make a proper profit on the cost price. It is interesting to know that these surveys show that printers, as a unit, in the cities surveyed, have in many instances been operating at an actual loss or, at least, on a very nominal profit.

Exceedingly interesting exhibits and a convention daily issued by *Printing* were among the features of the convention. The annual dinner of the Printing Salesmen's Guild of New York, held in the Commodore ballroom on Wednesday evening, was the last event of the gathering.

Officers for the ensuing year were elected as follows:

President, William Green, New York; vice-president and chairman of the executive committee, Wm. J. Eynon, Washington, D. C.; vice-presidents, J. Linton Engle, Philadelphia; George H. Gardner, Cleveland; E. H. James, Portland, Oregon; treasurer, Fred W. Gage, Battle Creek, Mich.

Members of the executive committee according to districts were elected as follows:

District No. 1—Albert W. Finlay, Boston, Mass.; District No. 2—David L. Johnston, Buffalo, N. Y.; District No. 3—Robert N. Fell, Phila., Pa.; District No. 4—George K. Horn, Baltimore, Md.; District No. 5—Harry L. Brown, St. Augustine, Florida; District No. 6—Wm. V. Parshall, Detroit, Mich.; District No. 7—Allen Callier, Cincinnati, Ohio; District No. 8—A. G. Brandau, Nashville, Tenn.; District No. 9—Wm. Sleeppeck, Chicago, Ill.; District No. 10—Wm. Pfaff, New Orleans, La.; District No. 11—Eugene Saenger, Sioux Falls, S. D.; District No. 12—Joe B. Redfield, Omaha, Neb.; District No. 13—B. F. Scribner, Pueblo, Colo.; District No. 14—Pliny L. Allen, Seattle, Wash.; District No. 15—Fletcher Ford, Los Angeles, Cal.; District No. 16—T. B. Byrne, Ottawa, Canada; District No. 17—O. H. Pollard, Winnipeg, Can.

Just What Is a "Product?"

MILL NEWS, CHARLOTTE, N. C.
September 12, 1919.

Editor of PRINTERS' INK,

Is it not so that the word "Product" is becoming overworked in advertising copy? I mean especially that the word seems to me to be used wrongly when the writer is telling of things that are not in the class of meat products, food products, and raw materials. I recall an advertising writer's copy that was good and effective for textile fabrics, but near the end he referred to them as products, and the word, in my mind, killed the idea of artistic effect that the description had called up. So also, in writing of shade trees, flowering shrubs, furniture, clothing, and many other things, the word "product" should, I think, be avoided.

ALBERT ESCOTT,
Editor.

Fertilizer Company's Valuation of Good Will

Among the assets of the American Agricultural Chemical Company, New York, totaling more than forty-seven million dollars at the close of the fiscal year, June 30, is the item of "brands, trade-marks, patents, good will, etc." valued at one dollar. This company had an income for the year, after deducting taxes, of \$8,206,128.37. The surplus for the year was \$685,648.36.

The president states in his report that during the year many farmers were loath to buy fertilizers as freely as usual, anticipating a decline in prices of both fertilizers and farm products.



Every Farmer

is on the job
today in

Illinois

No strikes or rumors of strikes — strikes stop income and destroy buying power. The farmer is at work making wealth for the nation — building up his own buying power.

102,275

subscribers of PRAIRIE FARMER in Illinois (out of a total of 128,000 NET PAID and no deadwood) read with confidence the *First Farm Paper* in the *First Farm State*.

These readers constitute today the most profitable market to be appealed to by advertising. 80 Years of Service Back of PRAIRIE FARMER.



CHAS. P. DICKSON.
Advertising Manager

*Weekly After
Oct. 1st*

→ SINCE 1861 → PRAIRIE FARMER, Chicago

BURRIDGE D. BUTLER, Publisher

W ~

Canadian Government Buys Newspaper Space

The Government of Canada—

Needing a further Loan from the
people of Canada—

In order to complete the demobiliza-
tion of Canada's army,

And to bridge the gap from War to
Peace—

Is about to launch the Victory Loan
1919.

There is small doubt

That the people of Canada

Will oversubscribe

This Loan—

As they did all previous Loans for
war purposes.

(Canadians have more money than
ever before.)

But the point that you,

A buyer of advertising,
 Are most interested in
 Is that the Victory Loan 1919
 Will be extensively advertised
 In Canada's national medium
 (As was the case with all War
 Loans)—

The Daily Newspapers of Canada

It is the Newspapers of Canada
 That educate. It is the Newspapers
 That should carry *YOUR copy*—
 If you desire to cultivate the rich
 Canadian field.

Ask your agency for rates, etc.—or
 write direct to—

City	Popu- lation	Paper	City	Popu- lation	Paper
Halifax	53,000	Herald & Mail	Toronto	525,000	Globe
St. John	55,000	Standard			Mail &
		Telegraph &			Empire
		Times	Winnipeg	235,000	Free Press
Montreal	750,000	Gazette			Tribune
		Star	Regina	38,105	Leader
Quebec	100,000	Telegraph	Saskatoon	21,054	Phoenix
		Le Soleil	Calgary	56,302	Herald
Ottawa	101,795	Citizen	Edmonton	53,794	Bulletin
		Journal Dailies			Journal
London	60,000	Advertiser	Vancouver	120,000	Province
		Free Press			Sun
			Victoria	45,000	Colonist



It is a fact that an agency or an advertiser rarely replaces Wilfred O. Floing service, once having learned its true value.

One of the reasons for this is our capacity to recognize the ultimate aims of a campaign, and our sincere co-operation toward achieving them.

With the groundwork plans, merchandising, and so on, we have nothing to do.

Our part consists in effectively interpreting those plans; in other words, in helping to sell the goods, or build up the business, by means of designs and pictures.

WILFRED O. FLOING COMPANY

1316 Garland Building

CHICAGO

Advertising a Bank's Old Business Department

Many Services for Established Customers May Be Overlooked in the Competition for New Business

By Harvey A. Blodgett

President, Harvey Blodgett Company, St. Paul

NOT long ago I consulted at length with a bank officer concerning an analysis of his checking accounts. To his astonishment he found but fifteen per cent were actually profitable. A case was recently discovered where but eight per cent of a certain bank's savings accounts were satisfactory. One going about much among banks finds similar conditions in abundance. In their eagerness for new accounts banks pay too little attention to the development of old ones.

Modern bank cost systems uncover facts which interest, often astonish; for they demonstrate that many accounts which, on their face, show fair average balances, are actually entertained at a loss. Just what method the banker takes to apprise such a customer that his account is unprofitable, and what steps he takes to help the customer come on a sounder footing, indicate, perhaps, how much his bank stands in need of an Old Business Department, governed by constructive policies.

Let us engage our imagination at this moment in the organization and development of an ideal Old Business Department.

It will be in charge of a major officer, say a vice-president. This may help solve the question "What shall we do with our vice-presidents?"—at least as to some of them.

And then I would include every member of the official and clerical staff. I would have the entire bank personnel understand just what this department is try-

ing to do and I would make each member feel a definite, personal responsibility.

The publicity policies—if there be such—should be thoroughly explained. Many banks I have known have publicity policies which, like a circus ticket, are good for one day only. Every bank should have a publicity policy good enough to reduce to writing and to last a long time. There couldn't be a better test for a publicity policy than to challenge its strength by reducing it to the cold logic of written words. Some of the publicity programmes being carried on today by banks wouldn't show up very well if subjected to this process, although the treatment would, doubtless, show up some of the fallacies. I wonder how many banks represented here have their publicity policies reduced to writing. Is it not a fact, gentlemen, that, with the thirty thousand banks of the nation, the plan governing the majority of advertising ventures could be written only in the past tense—"this is what we did" rather than "this is what we will do?" And isn't it a fact, too, that a deplorably small portion of advertising outlay is used for the education and inspiration of present depositors?

A bank's advertising is a statement of what it can do for people who give it their business. Those who formulate the policies of a bank can promise; but it requires every last officer and employee to fulfil. How important, then, that everyone connected with the bank have a thorough understanding of its advertising plans and purposes. How necessary to start off the Old Business Depart-

Portion of address before the Financial Advertisers at the New Orleans Convention A. A. C. of W.

The NATIONAL FARM POWER

NATIONAL IN
INFLUENCE
LOCAL IN CONTACT



THE NATIONAL FARM POWER

IS ONE BIG
NATIONAL UNIT
COMPRISING:

Farm and Home
The Northwest Farmstead
The Orange Judd Farmer
The American Agriculturist
The New England Homestead
The Dakota Farmer

The National Farm Power is the most powerful advertising medium in the great American National farm market. It gives advertisers over one million circulation—nation-wide distribution without duplication in the richest farming area of the United States. It offers advertisers the national influence and local prestige of the the greatest farm paper organization in the world. The best known and most successful advertisers use The National Farm Power because it is the most profitable way to cover the rural market.

**The Greatest Farm Paper Organization
in the World**

New York Chicago Minneapolis
Springfield, Mass. Aberdeen, South Dakota



Over 1,000,000 Circulation

ment with this understanding. Having organized the Old Business Department, its officer in charge will not have to look afar to find enough to challenge his abilities.

The first duty will be to make an analysis of old business in the mass, so that accounts may be classified for the operations of the department. From this analysis will come the central mailing list, now being installed in many banks. Upon these cards can be compiled, from time to time, with the co-operation of the whole organization, much information about people which will lead to opportunities for service.

The analysis which stops with the revelation of the cost per item of handling business; or of whose checking account is profitable and whose is not, leaves much undone.

The ideal analysis is one which takes up accounts individually and not at the depositor's behest, and uncovers the motives, the aspirations, the mistakes and the possibilities behind them; and then, as it makes these discoveries the Old Business Department can find methods by which the right kind of helpful propaganda may be placed where it will sow seeds of usefulness. By this means personal contacts may be encouraged which, when established, will open opportunities for service of far-reaching influence. It will bring large numbers of the aloof upon that personal footing which nearly all banks profess to desire.

Bankers willingly analyze a depositor's financial statement to ascertain whether he is entitled to a desired loan. But what happens when the applicant is turned down? Perhaps there is a brusque denial without explanation; or a statement that "our committee couldn't see its way clear to grant the loan"; perhaps a word of friendly admonition; but do not these formalities usually close the incident? What is done further to educate that

would-be borrower in the important matter of credit building? With what interest is his career pursued by the average bank? What greater service can a bank give than the practical help that will set a novice on the right track? Here is work for the Old Business Department. Industry needs more people with good credit. Banks need more depositors who are able to borrow.

The man who nonchalantly hands the banker a note in a large sum and asks him to O. K. it for deposit is far removed from the little fellow who pleads in vain for a small discount, or the other one who is really entitled to credit but doesn't even know it. I can conceive how a well-organized, service-giving Old Business Department can help bridge that gap with countless numbers of honest, well-meaning, ambitious human souls; how it can encourage contact with officers; how it can demonstrate that the phrase "bank service" is not one of empty words.

When the old business manager turns his attention to the savings department he will find much to do. Possibly an investigation will show that many are ready for promotion to the checking department. It would pay to keep in close touch with really successful savings depositors for they are the folks who are getting ready to do something. Doubtless he will find some who are withdrawing for investment when considerable sums are acquired. Are they victims of the promoter? Are they grounded in the principles of safe investment? The Old Business Department should do some propagandizing right here. And may I say that I think it would do all financial advertisers much good to hold long and silent commune with their thoughts and define the distinction between bank "ads" and sound financial propaganda. The world stands in far greater need

The NORTHWEST FARMSTEAD

Covers the Minnesota Territory

**PART OF THE
NATIONAL
FARM POWER**



Nationally known Paint
and Building Material ad-
vertisers who use National
Farm Power Publications:

Sherwin-Williams Co.
Lowe Brothers Paint Co.
Devco and Reynolds
B. C. Johnson & Sons 'Co.
John Lucas & Co.
Gordon Van Tine Co.
Harris Bros. Co.
The Aladdin Co.
Curtis Woodwork Co.
Atlas Portland Cement Co.
Sandusky Portland Cement Co.
Portland Cement Association



100,000 aggressive farmers of
Minnesota and the Northwest de-
pend on The Northwest Farmstead
for practical ideas on more profitable
methods of farming—happier and
better ways of living. Twice a
month, Northwest Farmstead ad-
vertisers reach 100,000 successful
Northwest farmers who are large
purchasers of all kinds of goods.
Advertise in the next issue. Forms close
the 5th and 20th of the month for the issues
of the 15th and 1st respectively.

MINNEAPOLIS

Springfield, Mass.
Aberdeen, S. D.
New York
Chicago

**100,000
Circulation**



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of educational propaganda than it does of bank "ads."

Now that a whole nation has learned to invest in bonds I feel confident in my prediction that, eventually, the banks will become distributing points for bonds, looking for their profit, not so much to the small commissions as in the complete development of investors under their observation and with their co-operation and guidance. If banks get their profit by handling accounts of the well-to-do, why is it not the logical function of the Old Business Department to co-operate to the fullest extent in making more people well-to-do? I claim that should be the underlying purpose of all financial advertising—making more people well-to-do.

To this end I believe every savings account should be taken in hand from its inception and that it should receive continuous inspiration from the bank in which it placed enough confidence to open an account.

The Old Business Department can wield a mighty influence by propagandizing to depositors the "work and save" idea. Talk loudly and long, as we may, about the high cost of living, it will never come down as long as individual output is curtailed, and as long as national waste and extravagance continue. If the bank depositors—those under the observation and influence of the Old Business Department were leavened with the "work and save" idea they would do much, through their predominance, to leaven the whole lump of struggling, questioning, misguided humanity. Thus social unrest will find its antidote in the Old Business Department. There is no more logical source for propaganda which will be the antidote for the poison distributed by agitators.

If one doubts for the moment that there is much for an Old Business Department to do let him stand in the lobby of any bank for a day and imagine, if he can, the motives of the long

procession of depositors as they pass in review.

In the procession are irresolute people who can't stand a little prosperity. The gold brick man already has his eye on many and is working assiduously on them. Doubtless all are receiving more luxury propaganda than thrift propaganda. As soon as many of them accumulate a little, their desire flits to some object and they transfer their money to others, knocking from under their feet the very foundation of success. Then they begin over, only to repeat.

Then there are people of lethargic temperament who don't make mistakes because they don't try to do anything worth while—

"Whose doubts are traitors and make them lose the good they oft might win,

By fearing to attempt."

They need some external influence, not only to kindle the flame of imagination but to keep the flame constant. Is this not a proper function of the bank which has agreed to help them make the goal of success?

Then there are the people who do make mistakes, whose imagination runs wild. They lack understanding and need counsel. Some get it, indeed, after mischief has been set afoot. Others in the way of rebuke where early caution would have saved defeat. Who is better fitted than the banker to counsel with such as these? The Old Business Department of my conception is the fountain head of such counsel.

And there are still others, many of them among those unprofitable accounts, who alone and unaided are building aircastles, nursing hopes, developing mental pictures of cherished projects. They are in ignorance of the fact that their bank affiliation entitles them to counsel, perhaps even substantial aid. And so their hopes are long deferred when friendly contact, encouraged by the Old Business Department of their bank, would illumine their paths and hasten success.

The ORANGE JUDD FARMER

Covers the Illinois Territory

PART OF THE
NATIONAL
FARM POWER



Barn and Dairy Equipment Manufacturers who advertise in the National Farm Power Publications:

Hunt-Helm & Ferris
J. E. Porter
Louden Machinery Co.
James Mfg. Co.
The Thomas & Armstrong Co.
Moyer Mfg. Co.
John Deere
International Harvester Co.
Standard Separator Co.
Albaugh-Dover Co.
Bakeman Bros.
Pine Tree Milking Machine Co.
National Dairy Mfg. Co.
Sturges & Burn Mfg. Co.
E. W. Ross Co.
The McClure Co.
Mason City Brick & Tile Co.
Kalamazoo Tank & Silo Co.
W. R. Harrison Co.
Indiana Silo Co.



The Orange Judd Farmer reaches the big business farmers of Illinois and the surrounding states each week. It is an old well-established institution of service in Illinois—a farm paper of unusual value to subscribers. It is an advertising medium that assures advertisers the full confidence of its 120,000 farm-family readers. Prepare now to advertise in the next issue. Forms close Thursday of the week previous to the day of issue.

CHICAGO

Springfield, Mass.
Minneapolis
New York
Aberdeen, S. D.



120,000
Circulation

What People Want to Learn from Advertising of Securities

Just What the Purchase of Such Securities Will Do for Them, Rather Than a Mass of Formidable Figures They Can't Understand

By John Milton McMillin

Assistant Manager, Bond Department, Henry L. Doherty & Co., New York

EVERYTHING that we do which will encourage more new people to become direct participants in the activities of corporations through ownership of stocks or bonds will very likely hasten the day to which we may look forward when a more unbiased point of view will govern the public discussions of corporation affairs.

The wage earner cannot easily see that he is directly interested in the welfare of the railroads and the public utility companies. While he fully recognizes the diminished purchasing power of his own dollar, he too often takes a wholly cynical attitude regarding the problem of a street railway company whose increasing costs of operation must be paid with nickels that will buy no more for the corporation than for himself. He understands the facts well enough, but why should he worry about the matter when he is not financially interested in the company and when he knows no one else who is, except the officers of the corporation who he surmises are the paid hirelings merely of some absentee owner in the far away land of the wealthy?

A farmer readily recognizes the effect upon land values of the increasing prices of food, but he does not so cheerfully acknowledge the propriety of similar promoters' profits or reward for vision and foresight in railroad operations. He grants that these principles extend to the stock he may own in a local bank. He might agree they were equally true in regard to railroad securi-

ties, except for the fact that so far as he knows these bloated bondholders live back east somewhere raising the children of the idle rich.

No shopkeeper would think of offering his store for sale on the basis of its inventory and without consideration of the cost to him in time, money and genius in creating the enterprise; but unless he is a public utility stockholder, it is not easy to keep his point of view in the same place when discussing the so-called intangible values of an electric light or street railway company. Whatever the valuation he may see fit to place upon the going concern value of his own business, too readily becomes over capitalization, watered stock and high finance when the same idea is put into effect by a corporation, none of whose security holders he ever saw or heard of.

SMALL BUYERS OFTEN PREFERRED

Many of the gas and electric companies are now fully alive to the value of security holders among the customers of their service. The organization of which I am a member has on more than one occasion put aside an opportunity to sell securities involving very considerable sums to well-to-do investors, able and willing to pay promptly in cash, choosing instead the more tedious process of selling the issue in question, a few shares at a time, on extended terms of payment to a large number of people of moderate means. Their aggregate good will was deemed to be a consideration of equal importance to that of raising the necessary capital for the programme of physical improvements.

Address before the Financial Advertisers, New Orleans Convention A. A. C. of W.

The AMERICAN AGRICULTURIST

Covers the New York Territory

PART OF THE
NATIONAL
FARM POWER



The larger Lighting
System and Accessories
Manufacturers advertise in
National Farm Power
Publications:

Lalley Light Co.
Alamo Farm Light Co.
Fairbanks, Morse & Co.
Universal Battery Co.
Domestic Engineering Co.
Phelps Motor & Light Corp.
Mantle Lamp Co.
Best Light Co.
White Flame Light Co.
Coleman Lamp Co.
John Lauson Mfg. Co.
General Gas Electric Co.



For 77 years The American Agriculturist has championed the cause of agriculture and the interest of farmers in the New York territory. For over three-quarters of a century The American Agriculturist has directed the buying of farmers in this enormous market—a market which is one of the greatest rural buying centers in the country. Put the prestige and influence of The American Agriculturist behind your advertising campaign each week. Start with the next issue. Forms close on Wednesday of the week previous to the date of issue.

NEW YORK
Springfield, Mass.
Chicago
Minneapolis
Aberdeen, S. D.

125,000
Circulation



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There is no thesis nor text book nor any other means of explaining corporate business to the uninitiated or thoughtless, which is in any way comparable with the lessons which will discover themselves to the man who is a stockholder. The reason is quite simple. None of the questions regarding the capitalization of an expected future, or the justice of earnings of large amounts in comparison to the bare dollars invested in physical property, ever arises in the mind of a man respecting his personal business. His coldness of heart in these matters is manifest only in respect to the other man's business, particularly when these principles operate through a corporation owned by absentees.

We have had a considerable experience in designing methods to encourage the distribution of securities to people of moderate means and have for years included in our selling plans a scheme of compensation to investment dealers which enabled them profitably to seek small as well as large investors in our securities. Lately we have more intensified our efforts to increase the number of stockholders in our companies in the communities in which we do business.

An interesting piece of successful advertising which was employed in one of our campaigns to persuade public utility customers to become security holders in the business, was the following letter on the stationery of The Denver Gas and Electric Light Company, which was distributed in sealed and addressed envelopes to every name on the books:

**A PERSONAL MESSAGE
TO EVERY CUSTOMER OF OUR SERVICE**
You are invited to become financially interested in this Company.

The gas and electric business is remarkably stable. The earnings of this Company are but little diminished by business depressions, nor much inflated in periods of unusual prosperity. It is a business that keeps a very even course throughout all conditions. It therefore fulfills exactly the requirements for permanent and safe investment.

This Company is now bringing out

an issue of \$1,500,000 of Preferred Stock, which will be sold to retire certain of the Company's Bonds, and to provide money required for gas and electric improvements necessitated by the ever-growing City of Denver.

Instead of allowing the sale of all this stock to Eastern bankers (who have offered to buy the entire issue), I have decided to take a hand in the business myself to see that the Company's customers may, if they want to, become partners in the business.

The stock is a well protected, safe and sane investment, which will pay you over 6 per cent per year in monthly dividends and, in my judgment, it will never give you any worry over the safety of your money.

I am recommending it to all my friends.

Yours very truly,

WM. J. BARKER,

Vice-president & Gen'l Manager.

The letter was also run in the advertising columns of the newspapers in generous space alongside of an orthodox financial advertisement setting forth the usual particulars of a new offering.

This letter brought genuine prospective investors into the office in such numbers that for about three weeks it was not necessary to seek any by personal solicitation. On one day the purchasers who called in response to this advertisement paid nearly \$35,000 in gold coin in making their settlements!

Following the activities produced by this means, a definite plan of personal solicitation was pursued which extended to approximately 5,000 interviews. New stockholders of the company were acquired in that city as a result of this campaign to the extent of about 500, of which more than half had never before owned securities in any corporation. Hundreds of others became interested also in the securities of the holding company, Cities Service Company, as a result of continued sales efforts on all the security issues of the organization.

It is scarcely necessary to analyze before advertising men the reasons for the pulling power of the foregoing copy except to remark upon how different it is from the customary form of financial advertisement and to remind you that of course it alone

The NEW ENGLAND HOMESTEAD

Covers New England

PART OF THE
NATIONAL
FARM POWER



Successful manufacturers
of stove and heating sys-
tems who advertise in
National Farm Power
Publications:

American Radiator Co.
Standard Oil Co.
Monitor Stove and Range Co.
Kalamazoo Stove Co.
Malleable Iron Range Co.
Estate Stove Co.
Holland Furnace Co.
Cribben & Sexton
Hoosier Stove Co.
Engman Mathew Range Co.
Homer Furnace Co.
L. J. Mueller Furnace Co.
Richardson & Boynton Co.



Since 1877, from the time of hand labor through all its stages of development, The New England Homestead has guided the progress of New England farmers. The New England Homestead is the most influential and effective advertising medium in rural New England—a wealthy farm market of great possibilities. Published weekly—advertise in the next issue. Forms close on Saturday previous to the date of issue.

SPRINGFIELD, MASS.

Aberdeen, S. D.
Minneapolis
New York
Chicago

55,000
Circulation



would not have closed many sales without cordial and effective personal receptions to visitors at the office whose interest was stimulated by the letter.

Another piece of advertising copy we have employed with exceptionally satisfactory results, particularly in newspapers and magazines, where it was used, not as a part of a customer ownership campaign, but rather as a means of obtaining inquiries from investors generally, is as follows:

**PERMANENT
MONTHLY INCOME
OF \$25**

can be obtained for

about \$3,800

by the purchase of

50 shares Preferred stock of

CITIES SERVICE COMPANY

One of the largest and strongest companies in this country operating public utility and petroleum properties.
Inquiries invited.

This offering of a permanent monthly income at a definite and reasonable price has never failed to produce serious inquiries in large numbers, many of which were turned into sales by correspondence or personal interview, and its good effects seem but little influenced by market conditions or by seasons.

These two illustrations will serve as examples of "copy" which has been tried and found very successful in promoting the sale of corporation securities to new investors.

The more usual type of financial advertisement—the formal announcement of a new issue for instance—is nearly valueless, according to our observation, except as a public notice to professional investors who are actually seeking securities of about the character of the new offering. In any effort to reach men who do not habitually speak the language of investment bankers an advertisement must say something that a salesman would say.

To the average man, including many who buy securities regularly, the customary advertisement of a syndicate when bringing out an issue, is no more in-

spiring than an epitaph. Most people would be just about as much interested if you were to substitute the dates of birth and death of someone for the "dated" and "due" in one of these cold financial advertisements; in place of the "authorized issue" state the number of the decedent's original children, and put down the number now living as the "outstanding amount;" name the minister who buried him in place of the lawyers who passed upon the legalities; use all sizes and kinds of type to keep the legibility close to that of a tombstone; state that the body is buried here instead of "recommending the issue as a permanent investment;" and finally, down at the bottom, cross out the safety clause about having obtained the data from reliable sources but not being responsible for its accuracy, and substitute the equally good phrase for advertising purposes "Rest in Peace."

ADVERTISING FIXED PRICE OF SECURITIES

At one time we were unable to persuade the public utilities commission of a certain State, that a block of improvement bonds would be well sold if they brought 75. The commission thought the securities should command a figure nearer par. In order to get light on the question, it was finally determined that an orthodox financial advertisement should be run without specifying a price to determine the extent of the demand at all figures. Only two replies came in: one for the purchase of a \$100 bond at par, and the other a request for information.

Except for the few investors who are actually students of securities, the average man is more interested in being given some reason why he should like to have the issue mentioned in an advertisement, than in any formidable schedule of facts arrayed by lawyers and statisticians. He wants to know how it will work out in his case. He can be inspired to

FARM & HOME

Covers the Country

PART OF THE
NATIONAL
FARM POWER



Leading Tractor Manufacturers who advertise in
National Farm Power
Publications:

Emerson Brantingham Co.
Samson Tractor Co.
Avery Co.
Moline Plow Co.
J. I. Case Plow Works
International Harvester Co.
Rock Island Plow Co.
John Lauson Mfg. Co.
Bull Tractor Co.
Hart Parr Co.
Advance Rumely Thresher Co.
Albaugh Dover Co.
Aultman Taylor Machine Co.
Huber Mfg. Co.
Holt Mfg. Co.
Minneapolis Steel & Mach. Co.
Waterloo Gasoline Engine Co.
American Tractor Corp.
Wisconsin Farm Tractor Co.
Parrett Tractor Co.
Bates Machine & Tool Co.
Kinnard & Sons Mfg. Co.
Cleveland Tractor Co.



Farm and Home covers the country each month. 88.3% of Farm and Home subscribers live on the rural free delivery routes and in towns of 2,500 and under. 47.3% of its subscriptions are renewal and 47.7% of all received were for more than one year. Farm and Home's circulation is centered in the states where farm progress, production, and wealth are greatest—where advertising brings the largest returns. Advertise in the next issue. Forms close the 10th of the month for the issue of the following month.

SPRINGFIELD, MASS.

Chicago
Minneapolis
New York
Aberdeen, S. D.

600,000
Circulation



action by a message which reads like that of one human being to another.

Selling corporation securities to new investors is not only of direct advantage to all corporations by distributing friends of big business all over the land, but a valuable service is performed for the individual in teaching him to become an investor.

We have observed that there are a great many people who gladly listen to a discussion of investments and who regard the proposition as an opportunity to themselves to learn how to solve the universal problem of getting ahead—call it thrift if you prefer the word—which exists in a greater degree than one might believe until he had examined the facts at first hand.

Consider the case of a family in a certain western city who had seen enough of trouble so that as a means of providing an anchorage for use in some future storm, they were saving twenty-dollar gold pieces in a row under the edge of the carpet. There was the instinct of thrift but no understanding of how to take the second step.

Another case is that of a motorman and his wife, who too was thrifty and employed as a servant, who paid for their initial purchase of securities in cash and greatly welcomed a method of making investments from time to time as the money came in. They also learned with great interest that instead of trying to collect enough cash to live on in their old age, they might use their savings to buy an income instead, and keep the principal intact.

THE RESPONSIBILITY INVOLVED

Examples by the hundreds could be found where people were glad to learn the fact that corporations were not alone designed as profiteering juggernauts of high finance, but were instruments for investment whose advantages are available to everyone great and small.

Of course, one assumes a re-

sponsibility in advising people of small means respecting the investment of their savings, for a serious loss might become a calamity. But the recommendation of a well taught or properly advised security salesman of honest intentions is better than no progress at all and none of us should avoid such occasions—rather should we seek them. Every time we teach a man to become a security holder we make a contribution to the public fund of common sense; for beside accomplishing the necessary purpose of raising capital for a growing business, we make in every case a dependable voter who is anti-Bolshevik buncombe. Furthermore, the new convert is sure to be an attorney of the public welfare among all his friends. It may be appropriate to add at this point that of course we believe also in the encouragement of employees to become stockholders and there are about 2,500 of the members of the Doherty organization who are security holders in the business.

The Liberty Loan campaigns have induced millions of new people to become owners of income producing securities and clipping coupons is an inspiring business to anyone, whether rich or not. The new discovery that one may buy an income just as one buys anything else, we all firmly believe, will add a great impetus to the distribution of corporation securities. It may appear like an effort to capitalize a calamity to point out, that in their experience with Liberty Bonds, these millions of people have observed something else that every security holder has to learn; namely, that the market value is not a constant quantity. Thus, we are relieved of the difficult task of explaining to a new investor why a certain stock or bond may not command the same price any day and any minute.

All these millions of new people have learned three of the first lessons of investing in securities; that they can find the money to invest if they have the will to do

The DAKOTA FARMER

Covers the Dakota Empire

PART OF THE
NATIONAL
FARM POWER



Leading Automobile,
Truck, and Tire manu-
facturers, who advertise
in National Farm Power
Publications:

Willys Overland Co.
Paige Detroit Motor Car Co.
The Studebaker Corporation
Goodyear Tire & Rubber Co.
Oakland Motor Car Co.
Chandler Motor Car Co.
Hudson Motor Car Co.
Firestone Tire & Rubber Co.
Grant Motor Car Co.
The Nash Motor Co.
U. S. Rubber Co.
Mitchell Lewis Motor Car Co.
The Maxwell Motor Co.
Fisk Rubber Co.
Republic Motor Truck Co.
Miller Rubber Co.
Haynes Auto Co.
Ajax Rubber Co.
Mohawk Rubber Co.
Harcis Rubber Co.



In the great Dakota Empire, where farms average over 411 acres, and farmers' incomes over \$6,000.00, The Dakota Farmer offers advertisers a ready market of unlimited possibilities. 60,000 prosperous, aggressive farmers and their entire families read every issue of The Dakota Farmer—twice a month. Every subscriber is one of 60,000 reasons why you should use The Dakota Farmer to cover the rich Dakota Empire. Forms close on the 5th and 20th of the month for the issue of the 15th and 1st respectively.

ABERDEEN, S. D.

Minneapolis
Springfield, Mass.
Chicago
New York

60,000
Circulation



it, that it is a comfort to cash a coupon and receive income which can be spent while the principal remains still intact, and that fluctuations may occur in market quotations. In developing new buyers of corporation securities now, one may proceed in much the same way as though dealing with people who already were security holders. The opportunity to spread out our sales to an astonishingly large number of people is practically made to order. The beauty of the situation lies in the fact that in vigorously pressing our own business we are at the same time performing a public service.

U. T. A. Members Learn About Advertising

PARTICULAR interest attached to the sessions of the advertising bureau of the United Typothetae of America at its convention last week. This department of the Typothetae has just completed its first year of existence, and during that period has achieved such excellent results as to receive commendation from the members and to be marked for a big expansion during the coming year.

Under the guidance of Charles L. Estey, director of the bureau, a considerable amount of national advertising was done during the year by the Typothetae and 125 members of the association were aided in hooking up their local advertising effectively with the national campaign to sell more and better printing. In addition, the bureau published thirty pamphlets, booklets, folders and other items of printed matter and 187,000 copies of these publications were distributed in the United States, in Canada, South America and other countries.

Noble T. Praigg, advisory counsel of the bureau, summarized the results of the year's activities in this interesting statement to the convention:

"Undeniably broader prestige has been built. Individual members of the U. T. A. have gained a clearly traceable advantage. Actual business—new business in the form of direct advertising—has been created for them where the need for direct advertising was not previously recognized by the buyer of printing. And direct-advertising printing is not all. An increase has been brought about in the volume of commercial printing which members are called on to produce. Furthermore, numerous members who were either at sea as to how to advertise their own business due to the demands of selling, managing and financing, have been aided by the suggestions, the counsel and the actual advertising production facilities of the service department of the advertising bureau. The industry has gained, further through the development of larger craft pride—not at all that printers have not always been proud of their ancient and honorable craft. But now printing is nationally advertised. And by virtue of that advertising the printer himself is nationally advertised. As a producer of necessary goods, he is more deeply appreciated and gains a distinction which broad-gauge, widespread advertising has always developed when conducted along constructive lines."

The exhibit of the bureau at the convention was especially interesting. This exhibit showed samples of the printed matter issued and of the national advertising campaigns conducted.

Moister Joins Sidener-Van Riper

G. W. Moister, who has been advertising manager of the Old Hickory Chair Co., Martinsville, Ind., has become a member of the copy department of the Sidener-Van Riper Advertising Co., Indianapolis.

Richard F. Colgate Is Dead

Richard F. Colgate, president of Colgate & Company, Jersey City, N. J., died at West Orange, N. J., on September 17, aged 55 years. His department in the business was that of purchasing and packing.

Canadian City's Direct Mail Campaign

Winnipeg Off to a Running Start Following the War—Plots Out a Method of Approaching Specific Industries With Folders of Vital Information—Some of the Subjects Already Covered

AT the close of the war, the members of the council of the Winnipeg Board of Trade met to determine the advertising policy that would be adopted to advance the interests of the city and the vast dependent territory in western Canada. J. M. Davidson, of Winnipeg, told the Community Advertisers at the New Orleans Convention of the A. A. C. of W. that while it was realized the city might well seek men and industries, it would be better to gain six new industries this year that "fit in" rather than a greater number that might be misplaced.

A series of folders was planned, to deal in concise form with one subject concerning Winnipeg and to be sent to a list of manufacturers most suitable for the locality.

First came the twelve-page folder, printed in two colors on coated stock, entitled "Winnipeg's Water Works—a World's Wonder."

"High up among the engineering exploits and the economic utilities of North America," said Mr. Davidson, "must be reckoned the Great Winnipeg Aqueduct, which, so far as we are aware, has but one rival on this continent—the famous Croton waterway, which provides New York with good water. The Greater Winnipeg Aqueduct is not so large as the Catskill tube, but the courage and optimism which prompted the people of Winnipeg to carry to completion one of the world's major undertakings while her sons fought in France and Flanders, serves as one of the greatest advertisements any city has ever received.

"To celebrate the opening of the aqueduct in April, 1919, the committee published the folder mentioned. It showed the location of the aqueduct on a map covering five-sixths of one side of the sheet, a panoramic view of the city and on various pages contained paragraphs on 'Winnipeg's spirit,' 'Engineering Problems,' 'Cost Statistics,' 'Economic Savings,' 'New Industries to Be Attracted,' 'What Winnipeg Offers Manufacturers,' and specific reasons why factories should be located in Winnipeg. The folders were distributed to tanneries, shoe factories, pulp mills, dye-houses, pottery manufacturers, etc., etc., the specific industries which might be directly interested in the city as a manufacturing centre, and to whom pure soft water might appeal particularly. Folders were also distributed widely to libraries, colleges, newspapers, and magazines, Boards of Trade and Chambers of Commerce."

The second folder was devoted to the water power of the Winnipeg River and others will relate to "Markets Available," "Transportation and Sites," "Living Conditions," etc.

"Velvet Joe" Wants His Pipe

"Velvet Joe," champion of Velvet Tobacco, feels that there is some movement under way whereby he will be deprived of his pipe and Velvet. In his philosophical style he has made known his intention to hold fast, for he says in a recent advertisement of the Liggett & Myers Tobacco Co.:

"I love my pipe and good old Velvet—
My comforters in adversity, my wise
counselors when problems vex.
Companions of my loneliness
and sharers of my happy hours.
Their friendliness has made me feel
more kindly toward my fellow men.
They have made this old world a
better place to live in.

I love my pipe and good old Velvet;
no one shall take them from me."

Tisch With Automobile Distributors

A. L. Tisch, who has been advertising manager of the Paige-Detroit Motor Car Company, Detroit, Mich., during the last six years, has become an executive of the Robb Motor Car Company, a distributing organization, Chicago.

‘His wealth, his power, his fame, have all sprung from his wise handling of his savings, particularly his early savings, when he did not flinch at any measure of self-sacrifice in order to increase his investments.’

THE STORY OF JAMES B. DUKE

“How Big Business Men Grew Rich” series

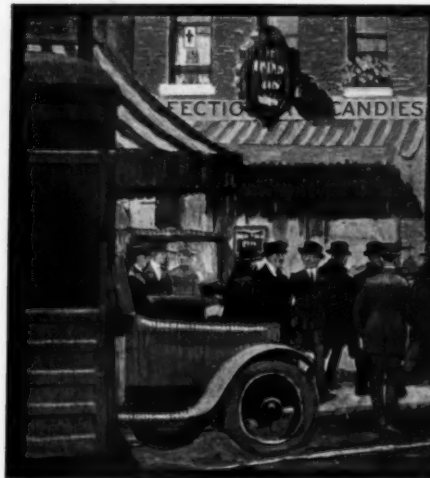
By

B. C. FORBES

foremost Wall Street writer

in Hearst's for October

A new department of Financial Advertising starts in this issue. Investment securities offered by members of the New York Stock Exchange, the Investment Bankers Association, and other investment bankers of equally high repute are acceptable. Watch this department of Hearst's Magazine.



A NATURAL APPEAL

Orange Crush—a soft drink that has come into popular favor through its outdoor displays to a remarkably successful degree.

The glass, bottle and oranges have been strikingly reproduced of the natural colors and true-to-life appearance.

The outdoor appeal is the natural one for beverages. That result has been convincingly accomplished and sustained in the outdoor field, here shown, of Orange Crush.

A representative of this company will be glad to call and be helpful in planning your sales and advertising campaign.

CHICAGO

Thos. Mack Co.



RURAL APPEAL

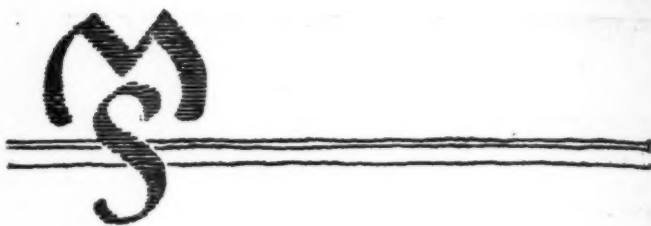
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beverage. That the interest in a pleasing drink is con-
 the outdoor field, has been demonstrated by the success

we glad to call and present interesting facts that will be
 sing campaign.

os. Mack Co.

NEW YORK



Enduring is the memory of
a dominant illustration.

Brush and crayon have the
facility of showing an idea
concretely. Type alone can
merely suggest. Behind
every Meinzinger illustra-
tion is the careful thought
necessary to the proper pres-
entation of your product.

Meinzinger
STUDIOS

DETROIT. Windsor, Ont.

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Advertising and the Ethics of the Non-Advertiser

Some Reasons Why Professional Scruples May Operate to the Disadvantage of the Public

By S. E. Kiser

IS there anything that can not profitably be advertised? All the things that people eat and wear—or nearly all—are advertised, and, presumably, with profit. The granite out of which you are advised to have your monument fashioned is advertised; the way to heaven is being advertised, profitably, let us hope, and in recent years it has become customary for political candidates to advertise their qualifications candidly, instead of leaving it to the public to try to come to a decision after considering the conflicting estimates of partisan friends and enemies of the aspirant.

There is a tradition that doctors and lawyers do not advertise, that they are prevented by the ethics of their respective professions from announcing their merits; but that really is a bit of polite fiction. Doctors and lawyers do advertise themselves. When a lawyer makes the announcement that he is an "attorney and counsellor at law" he advertises himself, and when a doctor puts up a sign upon which it is specified that he devotes himself to surgery, to treatment of the nose, eyes, ears or throat, or to any other particular branch of medical or surgical practice he advertises his skill no less frankly, if less effectively, than if he were paying for space in a newspaper or a magazine.

Lawyers like to be identified with cases to which special attention is devoted by the press. It does not always happen that such cases are extraordinarily profitable by reason of the fees that may be collected, but the advertising that comes from them is highly desirable. Doctors, too, are eager to be "called in" where they are likely to be advertised, even if there is no immediate prospect of large financial returns. The doctor who

can attach his name to the bulletins that are issued when a prominent man is dangerously ill may well afford to care little whether he gets a large fee for his time and services or not. The advertising that he gets is sure to be worth much more to him than any direct cash payment that he may expect.

Such advertising, as is true of almost all other advertising, is profitable not only to the advertiser or the one who is advertised, but it is likely to be of value to the public. Suppose that the surgical skill of the Brothers Mayo, of Rochester, Minn., had never been advertised to the world, that by reason of the ethics of their profession none of their extraordinary achievements in the science of surgery had ever been made known to the public, would not such a concealment of their abilities have been a national misfortune?

UNCONSCIOUS ADVERTISERS, PERHAPS

The doctor, lawyer, architect or other professional man who says that he does not believe in advertising is, consciously or unconsciously, unburdening himself of a bit of sophistry in which there is neither profit nor honor. Every man who is successful is advertised, and every man who possesses ambition wants to be advertised. If he never had been advertised, Woodrow Wilson would not be President of the United States, and if Mr. Hoover's peculiar abilities had not been advertised we may be sure that he would not have been appointed to manage the food problem in this country during the war.

It is not to be denied that there are limits beyond which a man may not go without offending good taste in advertising himself

or his product, but that does not affect the principle to which attention is being directed. If a man has qualifications that fit him in a peculiar way for public service he ought to be advertised, so that his usefulness may be developed, and so it is with any meritorious product or commodity. To deprive the public of the benefits of such things, by letting them remain unknown, is morally and economically unjustifiable.

Anything that is of value ought to be advertised. The only things that ought not to be advertised are things that are valueless or detestable or discreditable. Harken unto Isaiah:

"O Jehovah, thou art my God; I will exalt thee, I will praise thy name; for thou hast done wonderful things."

The prophet understood why that which was good ought to be made known to the people. David also appreciated the power of advertising; when he had done well his tongue was "as a ready pen," and he was aware of the advisability of keeping that which was evil as secret as possible. When he heard of the death of Saul and Jonathan he exclaimed:

"Tell it not in Gath. Publish it not in the streets of Askelon; lest the daughters of the Philistines rejoice."

Twenty-five years ago a man opened a small clothing store in an Ohio city that was growing rapidly. He succeeded in doing enough business to pay his rent and to keep his family in decent comfort, which seemed to him to be all that he was justified in expecting to do. He did not believe in advertising and refused steadfastly to be convinced that he was wasting an opportunity to grow with the town. Until two years ago he remained in the one room that had served his purpose when he started in business, and he would doubtless be there yet if the march of events had not made it necessary for him to move. When representatives of the local newspapers tried to induce him to advertise, he had one answer for them.

"I am selling good clothes at the lowest prices I can afford," he would say. "If I advertised I would have to charge more for the goods I sell, and they would be no better than they are now."

They could not make him see that if he sold more clothes he could afford to reduce the profit he made upon each suit or shirt or necktie that his customers bought. That was a proposition that no one was able to bring within the circle of his logic.

Finally it became advisable to tear down the old building in which the clothing merchant was doing business. The owner wanted quick possession of the site so that a new and larger structure could be erected upon it, but the tenant had a lease that was to run for two years.

"I will let you have a bigger room in my building around the corner," said the landlord. "It's a better site than this is for your business. You can pay me the same rent that you are paying now, although the other place is worth much more than this."

"No," said the clothing man, "it would cost me a lot to move. I have a big stock of goods here, and besides the expense of moving them, some of my goods would probably be damaged. Even if it wasn't for that, how do I know that my customers would follow me to the new store? They know where I am now. They might not find me—at least, not right away—if I moved, and that would mean a loss to me."

CONVERTING A SCEPTIC

Eventually the landlord made this proposition:

"I will pay for the advertising of your present stock, so that you can sell it in a hurry here, and when you open your new store I will pay the price it costs to let your customers know where you are located."

Realizing that he would be compelled to move anyhow when his lease expired, the merchant accepted the offer, and in a day or two his store was advertised for the first time. The result

ART

and advertising



Being the Parable of the Five Blind Men of India

You all know the story—how the five Blind Men were sitting in cross legged darkness when the Elephant happened past. By the shaking ground they realized that one of the Big Things of their world was before them, so each investigated through their customary source of information, touch.

But, on comparing notes, there was no agreement—for though each was right, each was wrong. One knew the Elephant as a writhing snake, another as a tall pillar, the third as a gigantic flapping leaf, the fourth as a sharp-pointed lance and the fifth as the side of a house.

Your proposition may be the Biggest Thing in the world, so big that even the blind will investigate. But big or little do not handicap it by incomplete presentation. Let suitable illustration open the eyes of the blind so they see your product complete.

Associated Artists of Philadelphia



1630 Sansom Street

astounded him. He found himself wholly unable to take care of the customers who responded to the allurements of the "moving sale." In a week his little old store was practically "cleaned out," and when he got into his new place of business the advertising for which his landlord paid caused such a rush of buyers that he was quick to see the necessity of having more room and more help. During the past two years his store has grown to four times the size it had reached when he moved, he has become a constant advertiser and the expansion of his business has been beneficial to the community upon which he depends for patronage.

The only people who are justified in doing business in the dark are those whose business is evil. No one expects the burglar to advertise his ability. It would not be likely to pay the bank robber, even if the ethics of his profession did not forbid it, to call attention to his skill. We are never likely to see in display type such announcements as this:

"Safe-cracking done with neatness and despatch. Picking time-locks a specialty. Burglar alarms made ineffective. We have discovered an entirely new and effective method of disposing of night watchmen. Our experts always at your service."

The fact that advertising is utilized for the purpose of teaching people how to improve their ways of living; how to develop memory; how to gain success in honorable and respectable ways; how to avoid mistakes; how to build up their energies, and how to get the best out of life, ought to be proof enough to convince the oldest of the old fogies of the fallacy of their argument that "advertising is an unnecessary expense." It is expensive not to advertise that which is good—expensive to the public, if it is not expensive to the individual who ought to be making known the value of his product or the superiority of his talent or skill.

The oyster never takes the initiative in disclosing its pearl; but why be an oyster?

German Goods Must Be Branded in U. S.

Importers in the United States who have been planning on handling German-made merchandise freely, without having to go to the trouble of explaining the once-famous "made-in-Germany" label, will find at least one big obstacle in their path. A number of reports have been circulated to the effect that German manufacturers would leave the label off articles manufactured for export to this country.

In this connection the following provisions of the present tariff act will be of interest:

"All articles of foreign manufacture or production which are capable of being marked, stamped, branded or labeled without injury must be marked, stamped, branded or labeled so as to indicate the country of origin, in legible English words, in a conspicuous place that shall not be covered or obscured by any subsequent attachments or arrangements. Such marking, stamping, branding or labeling must be as nearly indelible and permanent as the nature of the article will permit.

"If any article is found upon examination not to be marked to indicate the country of origin, it shall not be delivered until so marked at the importer's expense.

"All packages containing imported articles must be marked to indicate the country of origin and also to show the quantity of their contents."

This ruling, according to officials, includes everything which German manufacturers sent to this country before the war. It is also intimated by officials that more care will be exercised to see that goods bearing the German trade-marks are stamped in such a manner that they cannot be overlooked. —Philadelphia "Retail Public Ledger."

Brussels to Have Commercial Fair

Brussels will hold its first annual commercial fair during the period April 4 to April 21, 1920.

Only Allied and neutral countries will participate in the exhibition.

The Bureau of Foreign Commerce has requested that American goods, exhibited at the fair, be widely representative and especially that articles suitable for Belgian Congo be exhibited.

The American Express Co. has been made the official forwarding agent and traveling representative of the exposition.

Houseal in Retail Advertising

Edward B. Houseal, formerly advertising manager of the Hengerer department store, Buffalo, and who, since his return from France last May has been with Barron G. Collier, Inc., New York, has been made sales manager of the Rike-Kumler department store, Dayton, O.



Reaches an industrial field which buys \$500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market.

Textile World Journal

*Audit Bureau of Circulations.
Associated Business Papers, Inc.*



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

Your First Real Opportunity To



THE LATIN-AMERICAN has been even at home a good deal like the average Yankee traveling in Europe in the old days before the War. He has had plenty to spend but absolutely no first-hand information about what to buy. His shop windows have, of necessity, been filled with "foreign" goods. His only guidance has been the location of the store and the price of the article. As between two watches or typewriters or razors—brands as familiar to us as the name of our own street—the Latin-American has been buying quite as much in the dark as Smith or Jones wandering along the rue de Rivoli.

EL MAGAZINE DE LA RAZA is your first real opportunity to make that Latin-American—and his wife—buy in the light of intimate, first-hand commodity-knowledge. EL MAGAZINE DE LA RAZA enables you to make a market of your product throughout Latin-American countries as responsive, as *accumulative*, as your market in New England or the Middle West. The Latin-American lives as well as you and I—perhaps frequently a good bit better—and there are enough of him to make a tremendous difference between the production-costs of the article he collectively buys and the article he collectively passes up.

EL MAGAZINE DE LA RAZA represents a general-interest magazine, a family publication, whose advertising value has been intentionally permitted to remain undeveloped until its advertising manager could come to you with absolutely every element required for dominating consumer and dealer influence. In a single year the circulation of EL MAGAZINE DE LA RAZA has grown to the figure of 18,000 copies per month. No other publication covers this field.

EL MAGAZINE DE LA RAZA is read by families as cultured as our own, but families without access to native periodical literature. Every copy is given a thorough reading—a "Robinson-Crusoe-on-his-lonely-Island" degree of eager interest—and then handed along to the next and the next.

Latin-American
Consumer-Influence



Our circulation will be doubled before the end of the year. It will be doubled again the following year. EL MAGAZINE DE LA RAZA responds to a real racial need. Its appearance and consequent success marks the rise of the Latin-American people to a new and commanding place in the world.

EL MAGAZINE DE LA RAZA

(The Magazine of the Latin People)

TRANSCONTINENTAL PUBLISHING CORP.

To Dominate Latin-America

EL MAGAZINE DE LA RAZA, incidentally, will guide the dealer in his purchases. The Latin-American dealer is no exception to the universal rule that the consumer dictates whenever the consumer can select. Copies of EL MAGAZINE DE LA RAZA will henceforth be sent regularly to every responsible dealer serving Latin American communities.

Manufacturers should realize that EL MAGAZINE DE LA RAZA, neither in its contents nor its advertising, is merely an American project "done in Spanish," but is *native* Latin-American throughout, except in the mechanical facilities employed for its publication.

Executives who look ahead a few short years realize the immense value of Latin-American markets.

EL MAGAZINE DE LA RAZA is your first real opportunity to dominate Latin-America. That opportunity cannot profitably be delayed. The cost of familiarizing leading Latin-American families with your product by advertisements in EL MAGAZINE DE LA RAZA is reasonable beyond any fair comparison—especially as combined consumer and dealer influence not only turns the market in the one desired direction, but also stimulates sales to an absolutely new degree.

Latin-America approaches the United States of 1919 in buying capacity per family—as regards the power of advertising, however, Latin-America resembles this country at the time of the Civil War.


Our thoroughly organized Service Department prepares copy and layouts without charge. Art work, cuts, etc., are made at cost. We are furthermore prepared to render our advertisers a valuable service through advice as to market conditions and the chances of creating demand for any given commodity.

Use EL MAGAZINE DE LA RAZA to dominate Latin-America.
Use EL MAGAZINE DE LA RAZA *now*.



Latin-American
Dealer-Influence

**234 Fifth Avenue
NEW YORK CITY**



CLINTON MUTUAL
SAVINGS & LOAN
ASS'N

Signs that are Forceful Because they are Simple

BANKS—even churches—buy Oplex Signs because there is nothing glaring or vulgar about them. They are forceful because they are simple, raised, snow-white letters on a dark background.

It is not only when illuminated they are at their best—solid, clean-cut letters of light. They are almost as striking in the daytime—raised, white letters on a dark background.

An Oplex Sign will tell your story twenty-four hours a day.

We would like to send you a sketch showing how your sign will look. Won't you tell us something about your electrical advertising problem?

The Flexlume Sign Co. ELECTRICAL ADVERTISING
1439-36 Niagara St., Buffalo, N.Y.
Pacific Coast Distributors Canadian Distributors
The Electric Products Corp. The Flexlume Sign Co. Ltd.
Los Angeles, Cal. Toronto, Ont.

Serial Advertising With Real Continuity

Underwear Manufacturer Builds Newspaper Campaign on a Foundation Afforded by Life in the Army

THE military note has been so common in advertising the last two or three years that it no longer calls forth special comment. Like all other good things, it has been abused as well as used. The efforts of copy writers to base their selling arguments upon something having to do with the war have resulted in many grotesque combinations.

Mistakes were made, of course, just as they are in any other new thing. Taken as a whole, the copy writers did not do so badly after all. And now out of their efforts good, bad and indifferent, is being evolved a new kind of advertising, virile and effective.

Sometimes the military note or wartime effect is there without being identified as such. The wartime message is suggested rather than expressed. This, as is well worked out in a series of advertisements run by the Lewis Knitting Co., of Janesville, Wis., demonstrates that advertising, like a great many other things in business, is going to be stronger and better as a result of the war.

The Lewis company wanted to get away from the conventional method of presenting arguments for the sale of its men's union suits. Captain C. L. Armstrong, of a Chicago advertising agency, suggested a series of simple physical exercises adapted from the setting-up exercises used by the army and navy.

Captain Armstrong was with a Canadian Scottish regiment until injuries at the first battle of the Somme forced him to return to advertising work. Consequently it was an easy matter for him to work out a series of seven exercises after the formula used in training fighting men, which, if taken daily, would be of marked benefit to business men.

At first sight it might seem

difficult to reconcile the physical-exercise idea with the advertising of underwear. Some would be likely to say that the way to advertise a thing is to give a picture of it and an easily read, simple description and selling talk. This is the standard line of reasoning which works out in all but a few cases. The Lewis campaign is one of the few.

CAMPAIGN BASED ON NEED OF KEEP- ING FIT

It is based on the fact that life in the army and navy had brought about a complete change in the habits and mode of living of millions of American men.

Men who in private life had suffered a decrease in efficiency because of their artificial modes of living find themselves made into practically new men by the vigorous practices of the camp and field. These men, coming back to civilian life, naturally are not going to drop all the good physical habits they learned while in the service.

Physical fitness in men is emphasized to-day more than ever before. Men who because of age or other cause did not get into army service find themselves looking askance at their prominent "tummies." Stooped shoulders and slouching gait are distinctly all out of fashion. The well-built, strongly set-up figure of the dough-boy and the gob have set a new physical pattern toward which most of the nation's men, no matter what their age, are trying to work.

Hence the advertising value of the series of setting-up exercises given in the Lewis copy. The matter of connecting up the exercises with the product was simple indeed. "Try this exercise daily in your Lewis union suit" was the simple little direction that did it.

This is the most natural kind of combination when you come to think of it. Before finishing his dressing in the morning is a good time for a man to take three or four minutes and go through some easy physical exercise.

In each of the seven advertisements a man's figure was shown

LEWIS UNION SUITS

SETTING-UP EXERCISES (No. 2)

- 1-2 Large obliquely forward to the right and
left arms over head, laterally.
3-4 Head back forward and rolling over down-
ward and upward.
5-6 Shoulder first positive.
7-8 Shoulder positive, at attention. Repeat
left, right, left, etc.

Take these each morning to prove Lewis Union
Suits.

YOU get longer wear than you ordinarily expect of undergarments in Lewis Union Suits. Examine a Lewis garment that has braved many launderings. Observe how its shape, style, set are retained unimpaired.

Every year, for forty years, Lewis has added touches that make for greater comfort, more distinction, added value. All sizes, styles, and fabrics to suit the price you care to pay

Only at Best Stores
If your dealer has no Lewis Union Suits, please
order us. We will see that you are supplied.

LEWIS KNITTING CO.
JAMESVILLE - WISCONSIN

This trade mark
on every Lewis
garment guarantees
you your value.
Look for it



**MEN INQUIRED FOR ADVERTISEMENTS
THEY MISSED, TO HAVE THE WHOLE SE-
RIES OF EXERCISES**

dressed in a particular style of Lewis garment and illustrating the principal movement of the exercise. Simple directions for the exercise were printed in small type near the figure. After the admonition to try the exercise in a union suit some snappy selling talk for the Lewis suit was made.

The suit thus was brought out prominently both in the illustration and the text. The exercise feature, although incidental, was made prominent enough to gain the attention that was desired and at the same time nothing was detracted from the advertising message of the garments themselves.

The figures were done in outline and were drawn with great

care. The effect of the illustration was to suggest the ease and comfort of the Lewis union suit while at the same time giving a highly beneficial exercise and one that was easy and quick.

The campaign in which the seven advertisements were used has been completed. Yet the idea is keeping hard at work in behalf of increasing the sales for the company's suits. The exercises were grouped in a booklet entitled, "Keeping Fit in a Lewis Union Suit." This booklet is being distributed by the retailers who handle Lewis suits and is constantly gaining in popularity.

"The results of the campaign," said an official of the company, "are all that could be desired. In view of the widespread interest in physical betterment, we felt that a sound suggestion of daily exercises would be well received in our advertising. Results have proved that we were entirely correct in our analysis. The little plan has met success far beyond our anticipation.

"You will notice that in each advertisement containing one of these exercises we refer to forthcoming advertisements for further movements. In each advertisement as it appeared in turn the exercise was identified by number—one, two, three and so on. If a man was attracted by exercise No. 1, and for any reason the next one he saw was No. 3, he was very likely to write us and ask that No. 2 be sent him. This happened a great many times during the campaign. The men apparently wanted the whole series."

When you can get a man to write and ask for one of your advertisements, then you can congratulate yourself upon the fact that you are doing some real advertising. And when you can have something in your advertising that makes the men watch for each consecutive reappearance then you can congratulate yourself again. These two things have been accomplished by the Lewis effort.

The way this campaign was carried out and the results it brought

The Essentials

- ☛ Certainly in the foundation as in the superstructure of an Organization, policy plays a powerful part. It seems almost the bone and sinew to success, since the success of a business depends largely on its policy.
- ☛ We believe our steady expansion is the outcome of a steady policy—embracing a conscientious endeavor towards intelligent interpretation and promotion of advertising art, maintenance in production, and a quick and generous service.

The WELANETZ
COMPANY, Inc.
2 East 23rd. Street
• NEW YORK CITY •

We

show how necessary it is thoroughly to think through any advertising appeal. A slight omission might have made the series of seven advertisements much less effective. Suppose, for instance, that the number had been left off of each setting-up exercise. Men would not have written in for missing advertisements.

Another strong point is the ease and simplicity of the exercises. The average man will not read a treatise on physical culture and not devote any great amount of time and effort to exercise regardless of how necessary he may regard it.

The same thing works out in every effort a manufacturer makes to do something for his customers, whether those customers be retailers or consumers. The thing the manufacturer does may confer a lasting and worth-while benefit upon the customer. He may show him how to trim his windows or advertise his goods so as to increase his sales. Or he may show him how to improve his body. In either case the manufacturer must do practically all the thinking and most of the work.

If then the manufacturer has to do the thinking it behooves him to do it right and to make sure that no apparently small detail escapes him.

Defence of Retailers Under Charge of Profiteering

THE scarcity of merchandise and tremendous demand presented the opportunity for expansion of profits that is always the logical outcome of such conditions. Manufacturers, distributors and retailers have increased their markups of course. I guess no one denies that.

Dry goods men expected a slump in prices following the armistice that would wipe out a great part of their extra profits. They were hedging for just that thing to happen. The slump

came, but recovery was quicker and more complete than many expected.

Mills have practically no goods on hand. Their output is sold up for weeks ahead and they are shipping goods out as fast as they come from the looms.

Wholesale stocks are low. Wholesalers are shipping goods out to retailers as fast as they come in. Retail stocks are heavy both in merchandise on the shelves and in commitments.

When price reaction sets in, as it must sooner or later, the retailer is going to bear a tremendous burden. He is going to be fortunate indeed if he clears the hurdle and lands on the other side with his profits intact.

Even though at this moment the retailer is taking the biggest chance, he has been selected by the Government as the cause of the high cost of living and the finger of scorn is pointed at him while the spot light brings him out in bold relief as the one and only profiteer responsible for the price you and I have to pay for our foodstuffs and wearing apparel.

It is unjust, unreasonable and a very serious thing to hold up to public scorn a group of men engaged in retailing merchandise legitimately while no investigation or publicity is directed to producers, distributors or other factors which may be as much or more to blame for present high prices.

I emphatically enter a protest on this proposition and believe that we owe it to our retail merchant friends to fight for them during this contemptible investigation and to insist that if an investigation is to be made it start at the fountain head.—W. L. Ware, Associate Editor, *Dry Goods Reporter*, addressing the Chicago convention of the Associated Business Papers, Inc.

Miss Sophie Alexander has succeeded Mrs. Bertha L. Darling as advertising manager of Flint & Kent, Buffalo, N. Y. Mrs. Darling is now advertising manager of Morris & Co., Baltimore, Md.



Information which the Farmer Wanted

When an Advertising Agency indicates a selling plan which is to reach the wealth of the country—the farmer—peculiar exigencies are encountered.

Some fifteen years of experience have almost made us “suspect” that most farmers originally came from Missouri.

Due to this “suspicion” we have fallen into the habit of telling the Farmer just what he wants to know.

It sells more goods.

And we are desirous of conferring with some manufacturer who wishes to sell more farmers more.

THE CLIFFORD BLEYER CO.
ADVERTISING
20 EAST JACKSON BOULEVARD
CHICAGO

THE greatest motion
picture organization
on earth serves
you when you have
your *Paramount*
Industrial Picture made.



THE difference between a successful industrial motion picture and an unsuccessful one lies in the creative talent that made it.

The creative talent behind Paramount Pictures is tested out at ten thousand box-offices every night of the week.

That's the test.

The manufacturer who investigates Famous Players-Lasky Corporation and discovers the *amount* and *quality* of film co-operation that he is hooking up with will not hesitate for a moment whether his industrial pictures should be Paramount.

A deliberate analysis of the situation removes the matter from the realm of argument altogether. Some things stand to reason.

We have prepared a booklet on the subject which you may care to have.

Address Educational Department



FAMOUS PLAYERS-LASKY CORPORATION
ARTHUR TISHER, Pres. JESSE L. LASKY, Vice Pres. CHAS. H. MILLER, Secretary
NEW YORK



485 Fifth Avenue, Dept. C
New York City

How to Utilize Advertising



THE manufacturer's difficulty in securing proper utilization of advertising by his own sales organization and distributors, causes many campaigns, carefully produced, to fall short of their purpose.

Our particular ability lies in getting the fullest distribution for a commodity and in familiarizing salesmen, dealers and jobbers with practical methods of utilizing the advertising.

MALLORY, MITCHELL & FAUST

(Incorporated 1904)

Advertising and Merchandising Counsel
Security Building, Chicago

Telephone Franklin 1872

THE above advertisement is one in a series appearing continuously in Chicago newspapers. Below is a recent Printers' Ink report of an interview with Mr. H. G. Grosse, president of the American Ironing Machine Co.—a client who knows what we have helped to accomplish through proper utilization of common-sense advertising. Results justify our policy. A set of our recent newspaper advertisements will be mailed to those who make request on their business letterheads.

Mallory, Mitchell & Faust

Incorporated

ERNEST I. MITCHELL PAUL E. FAUST
President Secretary and Treas.

Advertising and Merchandising Counsel
Security Bldg., Chicago

ADVERTISING KEPT PRICES DOWN

"Accordingly we broadened our national advertising appeal

"The result has proved conclusively that national advertising can have a powerful effect in solving distribution and merchandising problems and in making possible the retention of low prices through increased production. Simplex dealers were greatly benefitted because the stabilization of our prices to them enabled them to retain the respect and good will of their customers. Consumers were benefitted because here was a product upon which the price was not raised. It ought to be interesting indeed both to Simplex dealers and users to know that this price policy only was made possible by the fullest utilization of our company's advertising programme."

Advertising Conventions Helped Win the War

Another Task Confronts the Club Members in the Present Emergency

By Wm. H. Rankin

President, William H. Rankin Company, Chicago

AT our war convention in St. Louis in 1917 the question in the forefront of every man's mind was: "What part will advertising and more particularly what part will the advertising clubs pay to help win the war? That question was answered at that convention. It seemed that every man there was consecrated to the Government—to winning of the war and the devotion of advertising to that one end. At this convention of patriotic advertising men, the plans were laid, and the campaign started, which resulted in the most successful demonstration of the advertising ability of the Associated Advertising Clubs that the world has ever known.

For those plans definitely showed how each club, how each paper, how each advertiser could help win the war. Not only to secure through advertising aid for the Red Cross, or to sell Liberty Bonds, but to tell a gripping story that would reach down to the hearts and soul of the people, a story that would fire and inspire them to their great responsibility to do the work at home, a story that would reach across the water to the boys over there, and hearten them to endure the black discouragements of the trenches, and fill them with high courage that would make their drives irresistible. That was the plan; and the accomplishment more than achieved our fondest hope.

In every one of the scores of Government advertising campaigns the Associated Advertising Clubs were counted upon. And invar-

iably, the most constructive, the most definite ideas came from members of the Associated Advertising Clubs. And when the campaigns were launched, the clubs themselves backed up the men in immediate charge of these campaigns, and guided them to an unqualifiedly successful conclusion.

Within three weeks of the start of the Smileage Book campaign the first supply of Smileage books was sold out and more were printed. Both the idea and the campaign were an unqualified success. A million of our boys in camps all over the United States may thank the Associated Advertising Clubs for many evenings of keen enjoyment, relaxation and relief from the tension of their arduous military training.

RECALLS THE BIG CAMPAIGN AT TIME OF DRAFT

Even more striking in its direct results and importance, however, was that great advertising campaign designed to bring home to every man between the ages of 18 and 21, and the ages of 31 and 45, the necessity of presenting himself for registration under the second of the Selective Service laws on September 12, 1918.

Because of the fact that the time between the announcement of the date of registration and the date itself was only twelve days, the Provost Marshal General of the United States felt that it would be almost impossible to give adequate notice to every man expected to register under this Selective Service Law. The Division of Advertising, the Associated Advertising Clubs, and the Newspaper Division of the

Extracts from an address before the Newspaper Departmental at the New Orleans Convention, A. A. C. of W.

American Association of Advertising Agencies, were called into action together with the leaders of practically every branch of the advertising profession in the United States. The first registration had fallen several hundred thousand names short of the estimated number who should have registered. This was not attributed to any lack of patriotism but to the fact that the law and its application could not be adequately brought home to the people of the United States in the brief space of time available for this notice.

The greatest advertising campaign of the war was the campaign for registration under the second Selective Service law, and instead of a deficit of names at the close of the campaign there were over 400,000 more men who had signified their willingness to serve their country under arms than the most optimistic estimate of the Provost Marshal General.

We have a great problem before us. To the solving of the problem of reconstruction, to the crushing down of the slimy hydra heads of Bolshevism, to dissipating the fogs of dissatisfaction breeding misunderstanding, and false foreign born propaganda by the clear sunlight of truth; to bring the vital needs of America to the fair and just judgment of all loyal Americans—both employer and employee—is a work that calls for the unselfish sacrificing consecration of the best brains and talents of the advertising profession.

Kling Agency Formed in Chicago

The Roy A. Kling Advertising Company has been established at Chicago. Harry C. Pibbs, R. W. Althosa, William Deering Stewart, formerly of the Independent Harvester Company, Plano, Ill., are associated with Mr. Kling in the management of the new agency.

Promotion for C. J. Eastman

C. J. Eastman has been made head of the space-buying department of the Williams & Cunningham advertising agency, Chicago.

"Air Express" Accomplishments Noted in Advertising

The London *Times* of September 1 carried a double column advertisement about thirteen inches deep, giving the first week's record of the time maintained between London and Paris, by the Air Express conducted by the Aircraft Transport & Travel, Ltd., of London. An airplane left Paris for London every day, and every day except one left London for Paris. The times of arrival and departure are mentioned and the daily official weather reports quoted. On the day that no trip was made from London, it is stated that passengers and goods were diverted to "an alternate route because the wind was blowing in gusts of hurricane strength, rain was descending with torrential force, and masses of clouds were within 100 feet of the ground." The average time for the 250-mile trip was two and one-quarter hours.

"The attention of bankers, merchants and firms who have houses both in London and Paris," the advertisement states, "is drawn to the unique facilities afforded by the service, which will permit urgent documents, express goods, or passengers to be transported," between the two cities. The advertisement goes on to state that the Air Service can now be run with sufficient reliability to afford a definite mailing convenience to the business world.

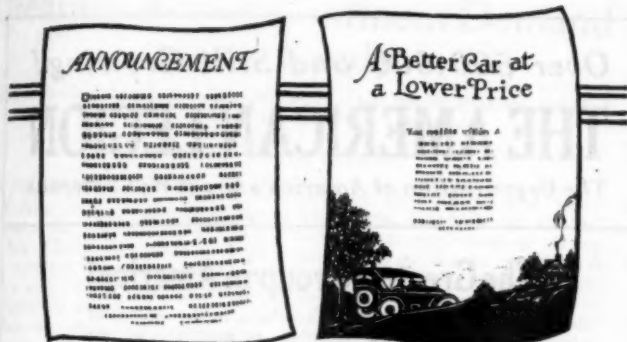
Sixty-One Classes in Goodyear Factory School

"Every foreign-born workman speaking English and no man without his first papers by 1921." This is the aim of the Goodyear Tire & Rubber Company, Akron, Ohio, in its Americanization programme. The company is making great effort to educate its alien workmen to understand our language, customs and living conditions—to show them that just so long as they neglect to learn our language, live in clean surroundings and below the American standard of living, just so long will they fail to attain the respect of their American-born fellow workmen.

The Goodyear Factory School is at present conducting sixty-one classes each week. The entire course consists of 250 hours of classroom work in three grades. The first grade teaches conversational English; the second, history and government; and third, the ideals of Americanization.

Hyatt Issues Organ for Tractor Salesman

The Hyatt Roller Bearing Company has issued the first number of "The Tractor Tract," which is stated to be "neither a weekly, monthly nor quarterly." It is to be edited with the tractor salesman primarily in mind, passing along the story of one dealer to other dealers of tractors.



Which Circular is Yours ?

ONE is pretty sure to be read, the waste-basket gets the other. Attractiveness makes the difference.

Hammermill Cover and the suggestions we offer with it, help you and your printer to get out, at a very economical figure, the kind of circular that's read. For samples, showing wide variety of colors, address Hammermill Paper Company, Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

Over 500,000 and Still Growing!

THE AMERICAN LEGION

The Organization of America's Great War Veterans

The Greatest Group in America!

Over 500,000 men who have been in the service of Uncle Sam have enrolled as members of the American Legion. 1,000,000 members is the goal in the present Membership Drive.

The Legion represents a group of ex-service men whose influence is being felt from coast to coast—a fertile organized market that commands the consideration of the national advertiser.

Reach these new Americans through the advertising pages of

THE AMERICAN LEGION WEEKLY

The official magazine of the American Legion

It is not a commercial enterprise but owned and controlled by the Legion, all profits going to the Legion. It is a national magazine and not a "fraternal" periodical.

Every member of the LEGION is a subscriber to the WEEKLY, as the special \$1.00 per year subscription price is included in the yearly dues.

GUARANTEED NET PAID SUBSCRIBED
CIRCULATION FOR THE OCTOBER 3rd
ISSUE OVER 225,000. CIRCULATION IN-
CREASING 25,000 WEEKLY.

Rate effective from October 10th to December 26th,
ONE DOLLAR PER LINE FLAT

The
American Legion
Official Magazine of
The American Legion



Published on Fridays Each Week

19 West 44th Street, New York City

Western Representatives:

RHODES & LEISENRING CO.
2003 Harris Trust Bldg., Chicago

Pennsylvania Representative:

JOSEPH A. MCGUCKIN,
1328 Chestnut St., Philadelphia

Creating Across-Continent Demand for a Candy

"The Gift Chocolate in the Redwood Box" That Boldly Bids for National Patronage, in the Face of Heavy Competition

By A. L. Townsend

WHETHER your factory is in New York, a Maine village or under the spell of the glorious Golden Gate, advertising finds the market. Location need not worry you. Advertising is an annihilator of mileage.

This is shown by the progressive campaign, successfully launched by Quinby, of Los Angeles, for "The Gift Chocolate from California."

The campaign is courageous, for candy has been known as "locality merchandise." It is difficult to establish a brand of sweetmeats in more than a set of states. Something of the manufacturer and local pride seems to enter into the proposition.

New York, true enough, has a dozen established candy brands that are known from coast to coast. Advertising, persistently indulged in, plus marvelous methods of distribution, jobbing, etc. did the trick.

But in certain other sections, there are makes of confectionery to which the people remain proudly true. We never hear of some of these brands, yet they are highly successful. Did you ever hear, for instance, of Sparrow's chocolates? Made up Boston way and sell by the car load. The concern has not one boxing but fifty different ones. Everybody swears by Sparrow's where localized advertising has been done. This advertiser, like a number of others, has determined to go in for national sales. And national advertising will be done to achieve this—full pages in colors in the art sections of New York and Chicago papers, starting immediately.

Down in Atlanta, Ga., Nunnally has been making a superior candy

for the past twenty-five years. The name Nunnally in all that territory is equivalent to saying Allegretti, or Huyler or Park & Tilford in New York. Everybody knows the candy.

We now have a national campaign for this product. It began with a trade-mark—an unusually handsome painting of a southern girl. This, reproduced in large size, on heavy cardboard, was sent to every dealer for window and counter display.

Another candy maker devises the clever sales idea of showing chocolates cut in half. My fair lady can see exactly what she is to nibble. A gold seal is created for still another line of candies. These advertisers, all of them, note the competition and see that they must say something besides "candy." There must be a distinctive idea, a feature upon which to hang their advertising.

Belle Meade sweets are put up in trays, layer on layer. Women buy the candy for the box alone. Children cry for the empty containers.

And that was why, years ago, Quinby, of Los Angeles, conceived the idea of putting up his candy in boxes of redwood.

There was plenty of it out in his section and the box had trade-mark virtues. But Quinby put a certain delicious, distinctive flavor in his chocolates that soon brought them into favor in that district. They were California's own sweets, and justly famous.

Advertising comes along and whispers in the Quinby business ear:

"Why always keep to one territory? Why not grow? Why not distribute nationally? You can do it. Merely use me wisely, consistently."

Therefore the latest addition to the family of nationally advertised candies is this gift chocolate of Quinby's from California—in the redwood box.

New York, Florida, the Middle West, every territory is an open market. The demand will be created, and Quinby confesses to several marked advantages. There is, first of all, the lure of the California country. People have always wanted to go there, have gone there, and come away with a memory full of climbing roses and orange trees, and have identified the state with fair magic.

It is a land of pure water, pure air, sunshine, great mountains, brilliant stretches of perfect beach, and fruit that can be coated over with chocolate and sent safely to you, wherever you may be.

The redwood box has been imitated. Quinby's advertising states this rather frankly. It goes on to say, however, that the flavor of the chocolates themselves can't be so easily imitated.

The full pages, so far, have been quite charmingly designed.

The text—and there is enough to tell the story—occupies less than one fifth of the total space. Dominant in the composition, is a vista, done in flat wash, of the Los Angeles mountains, washed at their peaks with eternal snows and, far below, the valley, with the quaint missions, fertile fields, vineyards, orchards and orange groves.

Quinby wants you to know that these sweets do come from California.

Bon bons must come to you fresh-packed. That is the candyman's law. Chocolates need a certain amount of "ageing." Despite this, the shipping arrangements for the California product have been perfected. And this is the first thing the average person would ask: "But if they come the whole way from there, how can I be certain they are fresh?"

Some advertising campaigns carry morals.

The Quinby attempt is of this

breed. It only echoes over again the oft-stated truth, that advertising can sell anything, from anywhere, to anybody, anywhere.

Advertising makes it possible for the California chocolates to enter into healthy competition to old established eastern brands. It makes it possible for a Los Angeles chocolate shop not only to have its goods on shelves and in cases in every State in the Union, but to make people go there and ask for them.

The time is propitious for candy advertising.

In the next six months, you will see more candy advertising, in larger space, and better candy advertising than the trade or the public has ever seen before—ever dreamed of, in fact.

Men are eating candy—lots of it. This much an investigation has established. The women are not the only ones. The package candy manufacturer has difficulty in supplying the demand.

The candy business is built on "habit," old timers will tell you. If you can get enough people started eating candy, you need not worry. They'll keep it up.

Candy has never been really advertised up to this time, in the large way, the progressive way, the exceedingly artistic way that characterizes the present regime. One advertiser is using full pages in Sunday newspapers for a dual purpose. These pages are cut out and pasted in windows and form letters tell the dealer how to do it.

California has shown her bravery before. She sells her preserves, her jams and her jellies in Florida, where oranges grow. Advertising has made California orange marmalade a big seller throughout the Sunshine state. Her canning industries boldly go in for national distribution. In fact, all California is advertising, from food, which is her staple, to scenery and climate, which God gave her.

And the advertising pays. Now comes candy to round out the list.

Hosiery Manufacturers and their Advertising Agencies

New channels of merchandising to the consumer are now being offered to hosiery manufacturers. Boot and shoe retailers are adding hosiery departments, and American Footwear will help them make it pay by constructive, practical suggestions and articles.

To the advertising agency (and the advertiser) we offer all our merchandising experience and knowledge along this line. We believe we can be helpful to you.

Our desire is to be of service to both advertiser and agency. Please refer to page 184, September 18, Printers' Ink for statement of our policies of coöperation.

AMERICAN  **FOOTWEAR**
The National Authority

155 NORTH CLARK STREET
CHICAGO

TELEPHONE CENTRAL 1118

How and Why Omaha Advertises

WHEN Harry Leon Wilson in the *Saturday Evening Post* said he had to respect Omaha and New Orleans because they were advertising, and when *McClure's* published an article on "Omaha—The City of Magic Plans," by Edward Mott Woolley, we saw visible results of our advertising.

We were particularly pleased to be coupled with New Orleans because we are spending \$6,000 in national mediums this year and we understand New Orleans spent \$100,000.

We are so well pleased with our \$6,000 expenditure this year that we will make it \$36,000 next year and hope to increase the amount until we reach whatever amount experience will indicate as the proper maximum.

Omaha is advertising for all the reasons any other city should advertise and for this additional reason:

We have discovered that there are a great many business men who do not realize that Omaha is the trade centre of an immense wealthy inland empire which can be effectively covered only through Omaha. We have found a great many business men who regard the Omaha trade territory as part of the St. Paul-Minneapolis territory, or as a part of the Kansas City territory, or divisible between the two. It will be our aim to show that Omaha has a territory all its own.

In addition to our national campaign we have been spending \$3,500 a year in what we call our trade territory campaign.

This is a series of thirty-six different five-inch ads, running in all the daily papers of Nebraska, Wyoming, western Iowa, southern South Dakota and a few papers in Montana, Idaho, Utah and Colorado. The campaign will be continued for five years until we have used every publication of merit, including the country weeklies, in that territory.

The total cost of the campaign

will be \$30,000. It is creating good will for Omaha among our immediate customers.

Our third campaign, running in the milling journals, calls attention to the strategic advantages of Omaha as a milling centre. There are several technical reasons why a miller wishing to start a new mill or a new branch mill should locate in Omaha. As soon as building conditions are stabilized we will have some direct results from that campaign.—Arthur Thomas, manager Bureau of Publicity, Omaha Chamber of Commerce, at New Orleans Convention, A. A. C. of W.

The Retailer With His Back to the Wall

Chicago retail grocers have organized to combat profiteering charges that are made against them through newspapers and other mediums.

Frederick D. Davis, who has been appointed to conduct the advertising end of the grocers' propaganda, declares that the charges of profiteering against grocers in general are false. Mr. Davis demands that federal, state or city officials who have been accusing the grocers of unfair practices either start prosecution to substantiate their charges or stop making the charges.

"The retailers have nothing to do with fixing the prices," said Mr. Davis, "although prices are soaring. The average neighborhood grocery does about a fifty dollar a day business. On a few articles it makes a gross profit of twenty per cent but on most of them the average is less than fifteen per cent."

"Our association favored the prosecution of any grocer who is found guilty of profiteering, although we doubt the existence of profiteering in the grocery business."

Officers of the Grocers' Association have been authorized to demand an explanation in the future from any official or individual who publicly attacks a retail grocer as a profiteer.

Elofson, Manager of Greig & Glover

O. Rhodius Elofson, who has been assistant to the president of Wm. H. Rankin Company, Inc., Chicago, has become general manager and member of the executive staff of Greig & Glover, Inc., Chicago. Mr. Elofson was at one time advertising manager of the Racine Rubber Company, Racine, Wis., and also served as assistant to the director of publicity of the Seventh Federal Reserve District during the Third Liberty Loan.

Accomplishments of the National Vigilance Committee

Illustrations of the General Character of the Service That the Committee Renders to Business Men—Persuasion Corrects Evils Frequently Without Prosecution

By H. J. Kenner

Secretary National Vigilance Committee, A. A. C. of W.

PIRATING IS STOPPED

"OUR slogan is being used by another company, as though it were its own," wrote a tire manufacturer. The committee took action, the infringer apologized. The unfair practice ceased.

One tire company used a cut of the factory building of another in its advertising literature offering stock for sale. The committee stopped this immediately.

THE WORK IS EDUCATIVE AND CO-OPERATIVE

Investigation showed that a firm doing a mail-order business in rebuilt tires made untrue claims in its advertising in farm journals and newspapers. The committee's efforts not only resulted in correction but the advertising agency handling the account wrote, "We will not only make the advertising of this account truthful, we will also make radical changes in the copy of half a dozen tire accounts which we handle. We are going to make sure that all of them tell the truth."

Six other tire companies which had no factory but advertised "direct-from-factory-to-you" prices, agreed in a meeting called by the Committee, that all of them would eliminate this and other misleading advertising at the same time. Each admitted that he lied because the other fellow did.

FALSE ADVERTISING IS PREVENTED

"We have a client making a

From report delivered at the New Orleans Convention, A. A. C. of W.

widely used product who feels compelled to make mis-statements in his advertising because his competitors do," wrote a western advertising agency recently. "Our client thinks his competitors dishonest and we would like to have scientific tests made to prove whether his competitors are right or wrong, then he will have no temptation to tell untruths," the agency said. Such tests are now being made at the instance of the committee. The result will either stop misrepresentative advertising or prevent it from occurring.

COMMITTEE'S EFFORTS PERMANENTLY IMPROVE POLICIES

A nationally known tire maker advertised certain performances for his tires in a recent racing meet. Investigation by the committee showed that his claims were misleading. Not only was the statement in question discontinued but the advertising policies of the company were changed. Men were entrusted with preparing copy who gave every assurance that future advertising would be accurate and competitively fair.

THE WORK REMOVES COMPETITIVE SUSPICIONS

A leading maker of automobile tires claimed that the trucks of a certain business house were equipped with his tires, but the reproduction of a picture of one of these trucks showed the tires of a competing manufacturer on it also. This error was corrected at the committee's suggestion.

AN OUTSIDE CHECK ON ACCURACY IS PROVIDED

The advertiser of a food product made misleading claims reflecting upon the merits of other products of the same kind. He was asked for the facts to substantiate his claims and replied frankly that he did not believe he could do it. He expressed regret that through error untrue statements had appeared in his public statements and gave assurances that the industry would not again be disturbed by misstatements in his advertising.

GOOD WILL IS DEFENDED

The maker of a nationally-distributed bed claimed that a certain dealer advertised his product as "bait" at a cut price and then switched the customer to other merchandise. Through the co-operation of a newspaper in the dealer's city this practice was discontinued.

Nationally known trade-marks and corporate names serving as trade-marks have been protected from infringement and mis-use in a number of instances by the committee and its co-operating local bureaus and committees. The good will of such famous names as B. V. D., Palm Beach and Shur-On has been defended from those who would trade upon it unfairly. Public faith in private business deserves such protection.

The Bank Can Advertise All Local Industries

THE bank stands unique among all lines of business, in that it may be correlated with every human need, every desire—yes, every emotion. Furthermore, it has a direct point of contact with every branch of industry—with every line of business. And still further, it is looked upon as a public institution in its community. Of what other business can all this be said?

What a fund of rich material to draw from for window displays and educational exhibits, whether used indoors or out! What an opportunity to get behind propaganda, civic or national welfare campaigns, and other similar movements where timeliness combines with public interest to make your efforts doubly effective!

Considering the bank as a public institution, what is more logical than that it devote its display window or an exhibit space in its lobby to a boost for a "Home Gardening" movement, or for a "Clean-Up-Paint-Up" campaign, or for a "Safety First" campaign?

Considering the indissoluble

partnership existing between Finance and Industry, what is more logical than that any bank run a series of exhibits featuring "made in Cleveland" or "made in Knoxville" or "made in New Orleans" products?

Considering the bank purely as such, and bearing in mind its relationship to home economics, what is more logical than that any bank should devote space in its lobby or window or "front yard," if it has one, to exhibits which will further economy of time and money in the home? For instance, the "Economical Purchase of Foods," supervised by an expert; or "Electricity for the Housewife," featuring the various modern electrical appliances for use in the home; or "The Home Garden."

What is more logical than that the bank in a farming community should collaborate with the State Agricultural Department or with the manufacturer of farm machinery in the display of exhibits that will promote efficiency in farming methods?

Exhibits and displays of this character can be shown frankly as such, and do not need to be supplemented by specific bank advertising. And particularly if they are run as a series of educational exhibits, and interest has been sufficiently aroused so that the public is anticipating subsequent displays, I am certain that they become doubly effective where no supplementary advertising is used.—W. A. Schulte, advertising manager of the Cleveland Trust Company, addressing the Financial Advertisers at the New Orleans Convention, A. A. C. of W.

Hi Sibley at Los Angeles

Hi Sibley, who has been engaged in car and airplane advertising work for the Packard Motor Car Company of Detroit, Michigan, has gone to Los Angeles, Cal., where he proposes to engage in "special publicity work."

Arnold Binger Forms New Company

Arnold Binger, who was at one time president of the Binger Company, New York, has now established the Binger Sign Company, New York.

**A light weight paper
you can depend on for
Process work—**

Color-Log Enamel

It weighs only 60 pounds
on 25 x 38 basis, but
it has a surface that
takes fine screen half-tones
or process work beautifully.

This paper is a favorite
with the largest mail order
houses. Let us send you
samples and prices. Dummies
gladly made on request.

Please Communicate with nearest branch.

BERMINGHAM & PROSSER CO.

*Coated, Book and Offset Papers for
Mail-Order, Process and Quality Work*

KALAMAZOO

CHICAGO

NEW YORK



ERWIN & WASEY COMPANY

Advertising

CHICAGO

The careful study of trade conditions now being made by our own men in the principal foreign countries, undoubtedly will be of material benefit to our clients when completed

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A Service Department for Business Papers

TO make a service department pay, a happy medium must be established between quantity and quality. The ever present problem of keeping up with pressure should not be solved at the expense of quality. Copy writers must expect to be pushed to a high production average per man, but when the mark is reached where quality suffers and copy delays occur, it is better policy to add to the staff rather than to allow slipshod work to pass.

Advertising service men should not be permitted to accept advertising contracts. The keynote of the success which can be created by a point of contact existing between a service man and an advertiser lies in the element of confidence established. When a service department man accepts a contract, he weakens this confidence and becomes an advertising salesman, thereby losing his hold so carefully established through his attitude of indifference to space as space.

Advertising service men should be allowed considerable leeway in the matter of a free exchange of correspondence between themselves and the advertisers whose accounts they handle. When sending out a series of advertising suggestions it is good policy to have them accompanied by a letter written by the copy writer explaining the advertising viewpoint.

Steps should be taken in every service department to have artists and copy men work in closer touch with each other. It is true that there does exist, in most service departments, a certain degree of friction between art and copy departments. For some reason, artists and letterers feel that copy men are inclined to assume a certain air of superiority, and where this attitude is noticed steps should be taken to bring about closer harmony. There should be an open line of communication between these two branches for

an exchange of ideas and a better understanding.—R. Bigelow Lockwood, addressing convention of Associated Business Papers, Inc., Chicago, September 19.

Impressive Figures on South American Trade

Fifteen years ago the annual commerce of the United States with Latin America was valued at approximately \$450,000,000; now it has reached the magnificent total of \$1,750,000,000, or an impressive and remarkable increase of nearly 300 per cent! Then Great Britain and Germany led the United States in their trade with fifteen of the twenty Latin American countries; even before the world war broke out the United States was leading Great Britain and Germany in trade with fifteen of the twenty countries, a complete reversal of conditions! Then there was not sufficient travel between North and South America to fill one steamer a month; now there is more travel between them in a month than then in a whole year. Then not more than a few million dollars of United States capital were invested in Latin American properties, securities and Government bonds; now over a billion dollars of United States money are thus invested. Then there was not one powerful United States banking branch in all Latin America; now there are a score of them. Then Spanish was taught in only a few universities, colleges and other schools in the United States; now nearly every university and college and the principal academies, high and commercial schools, to the number of several thousand, give instruction in this language. Then no institution taught Portuguese, the language of Brazil; now many high educational institutions are teaching it or preparing to do so.—John Barrett, Director General of the Pan American Union, addressing the New Orleans Convention, A. A. C. of W.

Advertising Brings Increased Sales of Brown Sugar

The Atlantic Sugar Refineries, Limited, Montreal, knew that there would always be a demand for brown sugar, but found that it was not a heavy demand. A trade-mark was given its brown sugar product, "Lantic Old-Fashioned Brown," and that sugar was introduced through advertising, and has been kept before the public by advertising. The Atlantic Sugar Refineries reports that this persistent advertising campaign has brought tremendously increased sales.

The campaign is now being strengthened. A recipe book called "Grandmother's Recipes," in which brown sugar takes precedence, has been prepared. Of course, the recipes, like the sugar advertised, are old-fashioned.

Display Space to Get New Minister

First Presbyterian Church of Phoenix Tries a Short Cut

IN the old days, the man with a good product to distribute had to wait until the people started talking about his goods in one locality and the news gradually spread from town to town. Advertising, of course, has become the greatest aid to quick distribution and sales as a short cut to the consumer. In the same way, in every other field of activity, men are coming more and more to appreciate the value of advertising as a short cut.

Take the First Presbyterian Church of Phoenix, Arizona, as an example. The Rev. John Logan Marquis is leaving this church on November 1, and the congregation apparently is not going to wait until he is gone to get a minister by the old method of asking Mrs. Brown whether she knows of anybody, and in general waiting until some man turns up who looks good. This church has decided to go to the heart of the matter and cut corners.

It is using double-column display space in religious publications. At the top of the advertisement it runs the following statement:

"Because of the great amount of time necessarily consumed by usual methods in getting our needs before those who might be interested, we have decided to use the columns of the church papers."

The advertisement then proceeds to sell the First Presbyterian Church of Phoenix, Arizona, and the city itself to the possible applicant for the job. The congregation has gone on the assumption that there are quality factors to a church job, as much as to any other article of merchandise and they are going out to interest the kind of man they want. "Our church has had but four pastors for the last twenty-seven years," says the advertisement, and mentions them, giving the impression that the ministers all left for a better church. One of them died,

two of them went to other churches, which is presumably what the other pastor is going to do. The advertisement then goes on to sell the city of Phoenix, its crops, its climate and its sunshine.

Understatement is employed in this unusual copy. "Our church building is not modern," it says, "but the erection of a new structure is one of the things on our programme for the future, when conditions are favorable."

The man who wrote this advertisement apparently has a very definite type of man to whom he wants to sell the job which is another good thing when writing copy of any kind.

"We want a pastor," he says, "filled with the spirit of the Lord, and with energy for His work. Phoenix is a fine field for men and a pastor should be equipped with special ability to attract and organize them."

Applicants are asked to write fully, the entire details about their training, special description of themselves, and the other things that are usually in the ordinary commercial "man wanted" ad.

With the present authority for advertising which has been given to the churches at the convention, described in a recent issue of *PRINTERS' INK*, many churches in many parts of the country are advertising their services, their needs and their mission, so that the newspaper advertising representatives have a new field open for their work.

A new minister is quite a serious affair for the ordinary church. It costs a great deal of time, money and effort on the part of business men who are members of the congregation whose job it is to find a good minister. Newspaper and religious press advertising offers a short cut, and also an opportunity to secure a new class of advertising where its force can help in a worthy work.



Rock Products Industry Is a Mining Proposition

IF YOUR PRODUCT sells to the metal mining industry, you will find a further market in the non-metal mining industry.

The rocks of the earth yield lime, cement and gypsum—the three most important materials of modern construction.

The rocks of the earth yield calcium (lime), phosphorus (phosphate), potassium (potash)—the elements of all soil fertility.

The rocks of the earth yield sand—which has a hundred uses in the arts and industries.

The rocks of the earth yield stone and gravel—the fundamental materials of all construction.

To reach the buyers of machinery and equipment needed in the mining of these non-metals use

Rock Products

The Nation's Business Magazine
of the Rock Products Industry

Has by far the largest paid circulation of any publication in this field—the greatest reader interest, hence the greatest buying power. Established 1907—Oldest as well as strongest.

Specific information available on sales possibilities. Let us send you data applicable to your line.

Published Every Two Weeks by
TRADEPRESS PUBLISHING CORPORATION
542 S. Dearborn Street
Chicago, Illinois

Concentrate on Quality

Every quality argument is strengthened by the use of

ART MAT

The incomparable dull finish coated

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods from the outset.

Costs more

Worth much more

LOUIS DEJONGE & CO.
NEW YORK CITY



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The Kind of Sales Suggestions Your Trade Will Use

Some Stunts That Have Won Boy Business

THE day when clothing manufacturers felt constrained to put a lead pencil or a silk handkerchief in the breast pocket of the boys' coats in their line in order to make additionally sure of the sale is past, as also—in most cases—is the old retail practice of offering baseball and bat premiums with every boy's suit selling for over a certain amount. Today most merchants voice the conviction that good quality materials, added service features, styles of genuine boyish appeal and—more lately—finer tailoring, are the dealer's best assurance of bigger sales and repeat orders from year to year. The majority assert that opinion has veered from the boy to his mother as the factor most to be influenced in buying, and certainly service and style are what the mother seeks in her boys' clothes.

It is with that idea in mind that one manufacturer has sewn to the right sleeve of each boy's coat a conspicuous label calling the mother's particular attention to unusual added service features in the linings and general construction.

While admitting the truth of the foregoing observations, other boys' clothing dealers claim they still find it profitable to interest the juvenile buyer himself in the clothes with novelties of various sorts. Some manufacturers have a distinctive button of celluloid or metal bearing their firm label which they insert in the button-hole of every coat lapel. One manufacturer puts in each coat pocket an envelope in which a nicely printed card informs the boy wearer that, if he will fill out the card with his name and address and return it to the manufacturer, he will be sent a set of metal enameled cuff links free of charge.

During the period of the war the heads of these links were shaped and colored as American flags and, according to reports, made quite a hit with the youngsters.

Still another manufacturer has been in the custom of purchasing a huge quantity of a well-known brand of nickel-plated watches with his clothing trade name stamped on the dial of each. These were sold to retail dealers at forty-four cents each, individually packed in cardboard boxes bearing the dealer's own name and address. The dealer then was free to conduct his own local advertising campaign, offering the watches as premiums with each suit sold.

BOYS' CLUBS DRAW TRADE

In previous issues, comment has been made on the successful idea of forming boys' social and literary clubs, and presenting each member with a badge. One large chain-store organization has turned the firm house-organ into a semi-official publication for all local clubs organized, printing the photographs of winners of prize story, photographic and drawing contests, awarding cash prizes and reprinting letters from youthful contributors. The house-organ so utilized is given national distribution through the mails to lists of all old customers, in many cases a name being carried on the list, as the result of a single purchase, for years at a time. Copies of the magazine also are given free distribution at all of the company's stores.

Among most retailers—as among manufacturers—the “something for nothing” premium idea has fallen into marked disuse. As one representative merchant explains: “My own conversion from the premium idea as a stimulant to boys' clothing sales came as the result of direct experience. I

found that, while I might possibly attract a certain percentage of trade to my store this season by offering a ball and bat, next season my boy customer would be more interested in the catcher's mitt or some other thing that my competitor had decided to give away. The youngsters begged their mothers to buy at a certain store on account of temporary interest in some premium instead of because that store gave them their full money's worth in clothing. That certainly is not the basis upon which any merchant can build a successful business."

As a substitute for the premium many real service ideas have been developed by retailers. One merchant has printed and given free to every boy who called at his store a little directory of all the best swimming-holes, fishing-grounds and amusement centres near his town. Another merchant fitted up one rear corner of his store as a kind of clubroom for all the boys who care to frequent it. He equipped it with magazine-tables, comfortable chairs, and posted notices of the local high-school and "prairie" baseball, football and basketball games on the walls. A third retailer established a circulating library of juvenile books—adventure, sports, travel and the like—for the benefit of youngsters of his locality. Both of the last schemes enabled the merchant and his clerks to become well acquainted with each of the boys frequenting the store.

A fourth retailer is reported as having had one of his younger clerks familiarize himself with the intricate rules of all sorts of boyish sports, and then advertised in the local papers that his clerk would be glad to act as arbiter in all disputes over games in town. Thus nearly all the boys were induced to refer their arguments to him at the store and were led to trade there.

Roy V. Crawford, formerly advertising manager of The Globe Stove and Range Company, Kokomo, Ind., has become a member of the advertising staff of the Peoria, Ill., *Journal and Transcript*.

Zuyder Zee Reclamation Poster Campaign

A flood of posters, advertising the advantages of reclaiming the Zuyder Zee and calling into being the fund necessary to carry out that tremendous project, has been inundating the towns, villages, and cities of Holland, issued by the Zuyder Zee Verreaning Society, in what, one judges, has been the most skilfully planned "drive" for the accomplishment of a given purpose that Holland has ever witnessed. Judging by the decision of the government to go ahead with the project, the campaign was successful, and work will soon be under way which promises to change the map of Holland, transform seaport cities into inland places with maritime traditions, and add a new province to the territory of the country. To reclaim the Zuyder Zee, it is estimated, will cost 230,000,000 guilders and make the land of Holland some 200,000 bunders larger, or, in western terms, the nation will acquire 480,000 acres of land for an estimated expenditure of something less than \$100,000,000. The land is to be divided into communities of some 6,250 acres, each with its town hall, post office, and one big and four small schools for the children; and all told it should support comfortably a population of about 250,000. A good deal will doubtless be heard about the work before it is finished, for as planned it is one of the most impressive industrial undertakings of the present time. A wise economy has been adopted in planning to avoid reclaiming sandy or unproductive soil. In other words the thrifty Hollanders propose to get full value for their 230,000,000 guilders.—*Christian Science Monitor*.

Whitman Heads Roosevelt Memorial

R. R. Whitman, publisher of the *New York Commercial*, has been made president of the Roosevelt Military Academy at West Englewood, N. J.

The academy, named in honor of the late Theodore Roosevelt, has just been organized to succeed the Sheldon School for Boys. Colonel Theodore Roosevelt, Jr., on behalf of the family, has given his consent to dedicate the school to his father.

Mr. Whitman's work as president of the academy will not interfere with his activities as owner of the *New York Commercial*.

Advertisement Capitalizes Robbery in Boston

A retail merchant in Boston, who suffered during the recent police riot, found consolation in an advertising opportunity which the robbery of his store afforded. He took advantage of the opportunity by posting an advertisement which read:

"Notice to any person who got hats, shirts or underwear: We will gladly exchange for the right size."

Performance

Diligent performance of promises to advertisers and subscribers alike has placed the INLAND FARMER at the forefront among Southern farm journals. In fact it is

The Dominating Medium of the Central South

For the reader the paper is edited in departments, each of vital interest to the farmer who would succeed, each under editorial charge of one experienced and prominent in that particular branch of agriculture.

Among our leading departments note the following:

Crops and Soils —A department relating to soil analysis, fertilization, conservation, and to the production of corn, wheat, forage, grains, and other food crops. An exclusive feature not found in other Southern farm papers. Creative of interest and inspiration.

Farm Mechanics and Power Farming —Another of our exclusive features, a department largely responsible for the marked increase of interest among farmers of this section in gas engines, tractors, trucks, automobiles, home lighting and water systems, building problems, road-making, etc. Modern-day methods are practically treated by a practical farmer in clear, readable and easily understood language.

Junior Agricultural Club Work —For the better education of farm boys and girls along lines that will fit them for present-day conditions on the farm. Questions and comment invited, and we get lots of them. Among other special departments are

Horticulture, Dairying, Live Stock, Poultry and

Home Circle —These features that secure and hold our great quality circulation make it a medium of value to the advertiser seeking business in this, the richest and most progressive section of the South.

THE INLAND FARMER

LOUISVILLE, KY.

Member Audit Bureau of Circulations

Covers The Rich Central South

¶ More circulation in Kentucky than all other farm papers combined.

¶ Larger combined circulation in Kentucky and Tennessee than any Farm paper.

¶ Greater combined circulation in Kentucky, Tennessee, Alabama and Mississippi than any Farm paper.

These Farmers Have Millions to Spend

Now is the time to tell them your story, through the Inland Farmer, the one efficient medium for this section.

Over 200,000 Each Issue

Chicago Office:
JOHN D. ROSS,
608 Otis Bldg.

New York Office:
PAUL W. MINNICK,
303 Fifth Ave.

St. Louis Office:
A. D. McKINNEY,
Post-Dispatch Bldg.

Swinehart TIRES

They Wear — and Wear — and Wear

MEYERCORD SIGNS

They Wear — and Wear — and Wear

Like these famous tires and their famous slogan, Meyercord Decalcomania Window Signs "Wear-and Wear-and Wear."

Meyercord Signs are not only long-lived, but on account of their unusual beauty and attractiveness they wear well with the public.

Meyercord Window Signs reproduce faithfully any trademark, design, or slogan in any number of colors and gold. The dealer then easily and quickly transfers these beautiful transparent colors to his windows, where they remain indefinitely, and where they are distinctly seen from the inside and the outside, always telling your story in the most attractive manner.

Meyercord Transfer Window Signs will solve your sign problems as they have thousands of others.

The sending to you of a sketch and a cost estimate will incur no obligation if you will simply state your needs.

THE MEYERCORD COMPANY

Chamber of Commerce Building - - - - CHICAGO

MEYERCORD
GENUINE DECALCOMANIA
WINDOW SIGNS

How to Hold Advertising When the Demand Exceeds Supply

Must Destroy the Fetish That Advertising's Sole Purpose Is to Fill the Cash Drawer to Overflowing

By William M. Lebrecht

Boot and Shoe Recorder, Boston

SOMEONE, sometime is going to turn high the wick in the lamp that lights the path the advertising salesman treads.

Another Good Samaritan, briskly wielding the broom of Reason and Courage, will forever sweep from that tortuous trail the pebbles of Indecision and Timidity that bruise the feet of some of those whose heraldry is a dotted line rampant.

Then with their way made clear and clean, with heads high and eyes flashing our knights of the advertising contract will go confidently forth to victorious battle with that terrifying Dragon, "Why-Should-I-Advertise-When-I'm-All-Sold-Up?"

Selling advertising, is too often just that and nothing more. And when it is, it is fighting rather than persuading; it is conflict when it should be conference; it is negative where it should be constructively positive.

Before you convict me of professional Bolshevism let me tell you why I say this: I have been a salesman of advertising space. In fact, I am not wholly free from its taint to-day—and I have observed certain things.

We do ourselves and our business no harm to concede that a generous portion of the advertising we purvey sells itself.

The witchery of our salesmanship is not heavily taxed in its disposal. All right. Let us disregard that and view now—impartially, and with perhaps some appreciation of the client's state of mind—that portion of our business in space that has to be really sold.

For within this division lurks our Dragon, whose inch-thick hide is a tissue of complacent resistance whose fiery snorts translate themselves into such absurdities as:

"I don't advertise unless I have the goods to sell."

"If I advertise and can't deliver the stuff, my trade will get sore."

"Why should I advertise when I'm oversold, and help my competitors gets the business?"

The avenue to commercial obscurity is smoothly paved with reverse-English logic of this and kindred kind. We know it—but maybe the Dragon doesn't.

Let me now abandon these metaphors of dragons and bold knights, and ask you to visualize the typical successful business man, entirely surrounded by cold conservatism, who finding himself in the more or less comfortable position of having orders for more merchandise than he can supply for some time, is called upon to contemplate the proposition that he spend money, then and there, to exploit his business.

Under these circumstances it isn't the sale of advertising that constitutes the chief problem—it is the business man himself.

THE SALESMAN WHO DOES MORE THAN SELL

The advertising salesman who is to cope with this problem must unquestionably be something of a psychologist. He need not necessarily hold a sheepskin from some well-rated seat of learning or be a highbrow. But he who is to persuade the guiding hand of an oversold production unit to reach cheerfully for the fountain pen is bound to be a reasonably proficient student of human nature.

Address before the Chicago Convention of the Associated Business Papers, Inc., September 19.

He is able to do far more than state in pleasant language the justly celebrated, even if somewhat self-evident fact that some day the oversold condition is likely to be removed. This argument is not limited to a verbose skirmish around the generally accepted theory that advertising should be continuous rather than "spotty" or spasmodic.

He knows precisely why the merchandiser ought to maintain his publicity work—and before he enters the private office he knows something definite about the business and about the merchandiser himself.

Otherwise, how is the salesman to meet the prospect on anything even remotely approaching common ground? And is it conceivable that a business man, smugly secure in the belief that here at last is full justification for his not spending money for advertising, will lightly yield his steel-ribbed conviction to the presumably selfish and biased arguments of an outsider, unfamiliar with the business.

Strong, indeed, must be the armor of our salesman-knight to withstand the blast of self-justified attack from the Dragon when the battle sets itself thus! Advertising is too often the vanquished contestant.

That is why I referred to the attempted sale of advertising as frequently being a fight rather than a persuasion; a conflict when in reality it should be a conference.

**"WHAT WE CAN DO FOR YOU"
SHOULD GUIDE THE SALESMAN**

How, then, should the stage be set? By what general precepts may we be guided in performing this man's-size job of holding advertising firm when demand for merchandise exceeds the supply? To-day's commercial prosperity makes this question loom very, very large. We are but one of many organizations sitting up nights industriously seeking the answer.

I believe we must do some hard thinking for the busy merchan-

disers whose autographs we crave. I believe we must devote just a little more care to sensing the opposition we are likely to encounter when we sit near the end of the big mahogany desks—and square ourselves for the big talks.

I am convinced that we must radiate more of the "here-is-what-we-can-do-for-you" and less of the "here-is-what-will-happen-to-you-if-you-don't" atmosphere and influence. And I am afraid we shall have to be more and more able to translate our truthful statements of sound advertising principle into direct application to each merchandiser's particular business.

Constantly we encounter, in the oversold manufacturer, his tendency to believe that his advertising's chief efficiency is in its immediate influence. It is hard for him to realize, as we do, its subtle extension into his operations months in the future. To him, to-day's advertising is for tomorrow's business. If he will have no goods to sell to-morrow, why spend money to advertise?

If, now, we tell him why, and point out aggressively but courteously and in reasonable detail the experience of others who have maintained their publicity work and then button their experience tightly to similar elements in his own business, we have appealed to his reason rather than to his fear. And there is probably nothing more productive of combativeness in an advertising discussion than an appeal to fear—a citation of dire consequences to follow the failure to spend money.

Since we are to cite concrete, provable illustrations of success in permanence and continuity of advertising, we must know about some of the notable cases. We must know a lot about them. All right—let's make sure we do so. Let's get the facts—systematically, completely—dramatically, if you wish—even if so doing takes a few hours and a few dollars.

How little time or opportunity the average producer of merchandise has to learn the vital realities about this great institution of ad-

Modern Priscilla Leads in Housekeeping Field

Figures from report of comparative statement of advertising from *Publishers' Information Bureau* show that the percentage of gain in advertising carried by Modern Priscilla for

1st 8 months of this year

is greater than the per cent of advertising gain in any other publication of like nature.

The November issue, forms for which have just closed, carries

105% GAIN

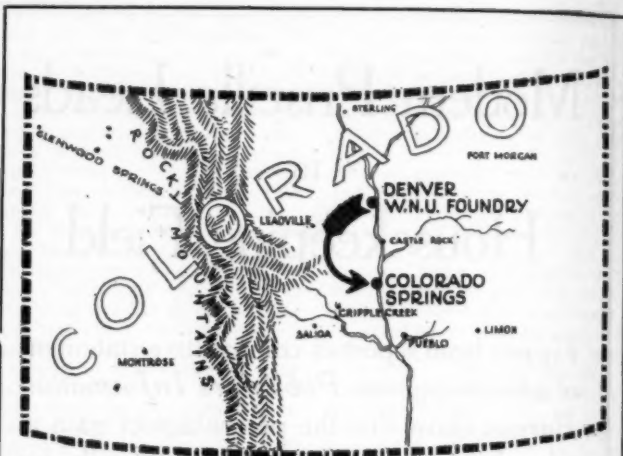
in lineage over last November.

THE MODERN PRISCILLA

NEW YORK

BOSTON

CHICAGO



Short Hauls—Our Long Suit

We do not ship newspaper advertising plates from New York City to Colorado Springs papers or other Colorado papers, but we ship them from DENVER.

Our chain of thirty-seven foundries permit us to ship to all papers from a nearby foundry. Result: Lower express or parcel post charges than if shipments were made from one foundry, even though it be centrally located.

Allow us to make your next lot of newspaper advertising plates.

Advertising Plate Department

WESTERN NEWSPAPER UNION

239 West 39th Street - - - New York City

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vertising that we feel we know so well.

While we were learning that advertising is the great promoter of that most valuable ally of any business—good will—he was making an intestinal study of cost-accounting, perhaps.

While we were grasping the larger meaning and influence of consistent advertising as a tension-force that acts as a silent stabilizer of any given business, he was perhaps digging into the perplexities of raw materials.

While we were learning to separate the potentialities of advertising into its elemental features of Sales-making, Reputation-building, Quality-maintenance, Price-protection, Staff-enthusiasm and Dealer-loyalty, he very likely was charting an ideal production organization and getting his first short-arm jabs from the well-known labor problem.

When we seek to have such a man continue to exploit an already oversold business we must first lift him out of his self-absorption. This may not be easy—but it is far easier than to batter our heads against the stone wall of his ignorance.

Once we have succeeded, or even partly succeeded, in convincing him we aim only at having him know what his advertising really is and does the interview becomes a conference—not a contest. For now the searchlight of fact can be turned full strength upon the actualities of his publicity work.

Given this opportunity, craven is the soul of the advertising salesman who does not go to it.

Let him tear to tatters, once for all, the misbelief that advertising is merely selling, for it isn't. Direct sales may be the pulse-beat of the body of business, but advertising is its vitality, without which the pulse sooner or later falls alarmingly low.

It is high time that competence in advertising salesmanship smashed the fetish that advertising's sole function is to pack the cash box. Behind this fetish hide most of the complaisant gentlemen

who shoot the advertising fraternity dead with the time-worn question, "Why advertise when I have nothing to sell?"

What have the standard excellence of his merchandise and the permanence of his business and the continued confidence of his customers and the perennial value of his trade-mark to do with the transient fact of his being oversold to-day, to-morrow or next week.

Modern advertising has been somewhat scared out of the use of the injunction, "Keep Your Name Before the Public," because it seemed to smack of a last-resort, frantic appeal to save a lost cause. And then breathless in their run to cover, the intelligent wing of the advertising profession halted, collected its wits, studied the matter in the broad light of business soundness—and discovered that a good name is rather to be chosen than great riches.

THE FUNDAMENTALS OF ADVERTISING'S RESULTS

The good will of a business is its life-fluid. It is right on the job while the oversold sales department takes a well-earned recess. It keeps a job for the sales department during the short periods that demand exceeds supply. It is the securest form of business insurance. You can borrow money on it at the bank when accounts receivable get a cold look.

Let the good will of a business sag and a warehouse full of merchandise ready to ship at favorable prices has a mighty hard time to get a hearing.

The business man who suspends advertising while his orders are coming too fast is the original human ostrich who fatuously believes his head is his whole body.

What is to preserve the enthusiasm of the retail distributor if the manufacturer or wholesaler gives glaring evidence of his willingness to cut corners when extra business momentarily besieges him?

What is to help fight the countless little battles of price main-

tenance if at the first sign of demand exceeding supply the maker ducks into the dark entrance to false economy?

What is to strengthen the blade and sharpen the edge of the sword for the continuous battle of keen competition in quality if the great tempering and sharpening influence of advertising gives way, periodically, to the rusting process of inaction?

These are some of the considerations we must forcefully lay—and I believe are already laying—before our would-be money-saving clients.

If the hardest part of our job is to get the audience into a receptive state of mind, then it is well for us to realize it, and bend a special effort toward that part of our salesmanship. Personally, I believe it is two-thirds of our problem. In good advertising we seek to attract favorable attention—not merely attention. In cracking this nut of the oversold business man, let us practice what we preach.

There may be a set of conditions sometimes under which it will be good business for advertising in periodicals to be suspended when demand exceeds supply. But when that time arrives trade-marks will be things of the past, signs over one's place of business will be molding on the scrap-heap, display windows will be but faint memories, letter-heads and business cards will be curiosities and business itself will be transacted in caves hundreds of feet below ground.

A Standard For the Grocery Trade

YEARS ago the grocery clerk was apprenticed and had to really study the business before it was possible for him to branch out into a business for himself. There is something to be said against this system, there is also a good deal to be said for it, at least there is much to be said for a

trained grocery trade. The bane of the present grocery trade is the multiplication of the front room grocery stores. They are to be found in some cities and towns on almost every corner. The business they do individually is negligible, but the aggregate is a serious item. They render no real service, and their costs are merely nominal; they know nothing of cost of business, of business methods, or business morals, and they are an undermining influence in the trade.

This type of business is engendered by the easy conditions that make it possible for anyone to enter this business. In the days when an apprenticeship was required the grocer must know his business, and as a result it was a better business to know.

Some time ago under the direction of the Canada Food Board, the suggestion was made that anyone opening a grocery business should be required to have two years' practical experience and a capital of \$1,000. Such a measure was unquestionably in the best interests of the trade, but the Canada Food Board, the only body that has had the power to inaugurate such an improvement, did not have the necessary courage to enforce this suggestion, and the movement died still-born.

In England the Institute of Certified Grocers was revived some years ago with the idea of improving the standing of the trade. Their idea is to actually train the clerk to be a first-class grocer.—*Modern Grocer*.

Hollister Joins Mason Agency

Howard K. Hollister, who has been with the J. Walter Thompson Company, Inc., New York, and who was at one time a member of the editorial staff of *System*, Chicago, has joined C. Henry Mason, advertising agency, Rochester, N. Y.

Scholz, Butterick Circulation Director

Ernest A. Scholz, recently circulation manager of The Crowell Publishing Company, has been appointed director of circulation of the Butterick Publishing Company, New York.



A good article knows no frontiers. It is the natural prerogative of merit and utility to command a market wherever those qualities apply.

England is near America in almost every sense. Her public is your public. Her public responds to the same stimuli, though perhaps differently administered. The same formula for successful distribution and selling obtains—advertise branded, guaranteed goods.

If you mean to market in England we can give you a live and well-organized advertising service. Meantime, we invite you to write us regarding prospects and conditions over here.

W. S. Crawford.

W. S. CRAWFORD LTD.

Advertisers, Agents and Consultants

CRAVEN HOUSE. KINGSWAY LONDON, W. C.

Write or Telephone Byoir & Hart, 6 W. 48th Street, Tel., Bryant 4000, Amer. Rep., New York City.

A Message from Would-Be British Buyers to Could-Be American Sellers

"**Y**OU have goods to sell which we would like to buy. We want more Shoes; we want your ready-to-eat and easy cooked Food Products. Underwear, hosiery and collars are at fabulous prices here; send us big supplies and ease the market. We are cutting down housework, doing with less servants or none at all. Where are all the money and labour-saving implements and devices that help American women?"

"The Fuel problem is making us think desperately of cook-stoves and oil heaters for the winter.

"We can only buy Alarm Clocks at the former cost of four. New, good-class watches are almost unobtainable.

"British Motor firms cannot make all the vehicles we need for our economic transit. We should be glad to hear that some of yours are coming soon. We don't mind waiting, but we should like to know the name of the good reasonably priced Car you are going to send us.

"We are short of paint and many other building materials; Cutlery, Tools, Typewriters and hundreds of other commodities we would welcome from you, some of which our manufacturers have never made and scores of which they cannot make enough. We need them in our homes and businesses.

"Aren't you going to help us out?"

The ring of Truth is here. Let us tell you how YOUR product can surely and economically reach the eager British Buyer. Complete selling service at known fees is the Saward-Baker main plank. Will you be writing us by next mail?

Saward, Baker & Company

(H. G. SAWARD, Principal)

Advertising Service, Printing and Sales Agency

Head Office:

27 Chancery Lane, London, W.C.2, England

Advertising Accomplishes Reforms in Indiana

State Chamber of Commerce Does Constructive Work of Various Sorts

By A. W. McKeand

Director of Extension, Indiana State Chamber of Commerce.

THE Indiana State Chamber of Commerce was not organized primarily as an advertising organization but quickly found it necessary to use several methods of advertising to wake up the people of Indiana to certain discriminations or inequalities that existed as between the people of Indiana and the people of other States.

The first thing discovered was that fire insurance companies, acting as a whole, were placing a surcharge of 10 per cent against every fire insurance policy written in the State; that no notice had been given to policy holders, and that in many cases actual misrepresentation had been made as to the reason for the surcharge of 10 per cent. We also found that the surcharge had not been placed in a number of States where the making of fire rates was under the control of the State. We found no law to protect the people of Indiana, and our first campaign was to make the people of Indiana see the need of revision of its fire insurance laws, thereby conserving (based on the 1917 income of the fire insurance companies) more than one million dollars per year.

The campaign resolved itself into two forms of advertising: (1) the personal letter accompanied by a small circular to the largest buyers of insurance, and (2) public meetings called by the various local Chambers of Commerce in the State.

As a result of this publicity, which cost the State Chamber approximately \$3,000, a lot of facts were gathered in response to the appeals, and these presented to a special committee representing the

State Chamber of Commerce, the State of Indiana and the fire insurance companies, with a result that a compromise bill was submitted at the last legislature (one of the few that passed without amendment) placing the making of fire insurance rates under the control of the State of Indiana. Notice has just been issued by the insurance companies that upon application all surcharges collected since May 15 will be returned, and that no further surcharges will be added to policies in the future. This announcement is just fourteen months after the beginning of the campaign.

FREIGHT RATES READJUSTED

Possibly the greatest effort made—the one that cost most for investigation and preparation — was the attempt of the State Chamber to readjust, equitable to Indiana, the freight rates affecting the State's commerce.

Three forms of publicity were used: Personal letters to large shippers, together with statement of facts in printed form, news stories voluntarily carried by the leading papers in the State, and a series of public meetings held in sixty-five of the leading cities in the State. The talks were made by staff members of the organization and volunteer business men, and a series of ordinary bulletins telling the facts were distributed. One year has now been spent in this work, and the case of the people has been presented to the railroad tribunals and the Interstate Commerce Commission with the result that the parties profiting by the discriminations have admitted defeat and compromised two of the leading claims to the entire satisfaction of the State Chamber of Com-

Portion of address before Community Advertisers, New Orleans Convention A. A. C. of W.

merce, and from the decisions rendered according to evidence in other cases and rulings by the Commissioner, before whom the case was heard, there is no doubt in the minds of the business men in Indiana that the Interstate Commerce Commission will, at its October session, hand down a decision placing Indiana shippers in position to compete in any market within their natural trade territory.

Possibly you may wonder why the State Chamber of Commerce considered this as a matter of advertising, but when we tell you that we have the evidence in our possession that a number of industries, employing large numbers of men, have kept away from Indiana because of the discriminations and that one of our rate compromises kept three strong industries from leaving Indiana you will readily see that it was necessary to advertise at home to convince our own people that there was something wrong and that it should be righted, and let the same word reach out to the prospective buyers of locations in Indiana.

We will not attempt to tell you at this time how we advertised for good laws during the session of the legislature, but the fact that for the first time in the history of Indiana every commercial organization, local or State-wide, and a goodly share of the leading business men, had in hand each morning, all legislative doings of the day before, was responsible for a better understanding by the men reading this special service than was ever had during any legislature, and the effect, as a whole, was that little unjust or class legislation was attempted, and that many worthy bills effecting business were passed.

Yiddish Advertising Service Formed

The Yiddish Publicity Service, an organization which will handle only Yiddish publicity and advertising, has been established in New York under the management of H. L. Sternfield, a former member of the editorial staff of the New York Ray.

Criminal Waste Helps Buoy Prices Up

BEFORE a steamer run by the United States Government came within sight of New York from Europe the other day, the butcher threw overboard hundreds of pounds of perfectly good meat. He states that this is quite a customary practice these days. The reason? He says that the amount of provisions meted out before sailing from New York or any other American port is regulated by the amount consumed on the previous trip and no cook or butcher or other member of the commissary department cares to risk running short of supplies on any voyage. Therefore, by throwing overboard large quantities of foodstuffs toward the end of each voyage a superabundant supply is obtained for the next voyage. This statement comes from a man who has personally indulged in the throwing overboard process, and he declares that it is rife to-day among transports and other Government owned or controlled vessels.

Could there be any more heinous crime at this time when thousands of families are unable to obtain a single pound of meat from one week's end to the other? Those who are unable to taste meat are not to-day confined to the lowest sections of the community; Professor Hibben of Harvard University declares that numbers of married teachers have had to give up meat entirely, while others count themselves fortunate if they can include it in a meal once a week. Surely the authorities can stop this hideous practice on the part of the crews of Government Ships.—*Forbes Magazine*.

Building Paper Becomes a Bi-weekly

Buildings and Building Management, a monthly published by the Porter Langtry Company, Chicago, will become a bi-weekly beginning with the October 6 issue.

Here's What a Big Glass Merchant Says About Telephone Directory Advertising

Joseph Elias & Co., Inc.
Long Island City, N. Y.,
writes as follows:

"Our four 4-column 'ads' in your book have not only repaid us in money, but have given us a great amount of publicity as well. They have been called to our attention by many of our customers and we have been commended upon them.

"Advertising in the best of mediums is of little value unless backed up by 'service.' This we give and with the cooperation of our advertising matter in your book, we feel we have been benefited."

You too can derive benefit from advertising in the New York City Telephone Directory.

Have you all the facts about this medium that reaches all of New York telephone users?



NEW YORK TELEPHONE COMPANY

Directory Advertising Department

15 Dey Street, New York Telephone Cortlandt 12000

News League of Ohio

EVENING AND SUNDAY

ADVERTISING RECORD FOR FIRST EIGHT MONTHS OF 1919:

Dayton News

LINES

Local 6,789,930

Over 1,000,000 lines more than any other
Dayton paper.

National 1,537,928

Equal to the combined volume of all other
Dayton papers.

Classified . . (TOTAL NUMBER) . . 144,176

More than the combined total of all other
Dayton papers.

Springfield News

LINES

Local 4,496,492

Nearly half a million lines more than the
other Springfield paper.

National 1,185,800

Over half a million lines more than the
other Springfield paper.

Classified . . . (TOTAL NUMBER) 55,640

More than the other Springfield paper

NEWS LEAGUE OF OHIO, Dayton, Ohio

MEMBERS A. B. C.

New York—I. A. Klein, Metropolitan Tower

Chicago—John Glass, Peoples Gas Building.

Ideas, Not Art, the Basic Thing in Advertising

The Rough Sketch, Not the Dressed-up Design, Is Best as a Visualizer, Saving Time, Temper and Money for All Concerned

By a Commercial Art Manager

WHEN an idea for an advertisement is created, it becomes necessary to put it into preliminary form for submitting to the advertiser.

The component parts of the display are planned at this time, such as general arrangement, character and technic of the illustration, proportion of total space to be devoted to type, placing of headlines, name plates, borders, etc.

It is the most exacting and important procedure in the transition period, from birth of idea to appearance in print.

Once the "idea sketch" is O.K'd, it is turned over to the artist best fitted to interpret the picture in finished form. It is his guide and check-rein. It tells him what he can and cannot do. It is a scenario around which he may work with the assurance that, in its main essentials, it has been approved in advance.

And finally, it is the little helper of the service man, who employs it when he sets up his type, and arranges his borders and whips the final problems into shape.

Moreover, it is essentially a labor-saver and a watch-dog of the treasury. Changes can be made on a rough sketch at no material expense. Changes on finished drawings are expensive. The rough-idea sketch is malleable, plastic, receptive to growth, curtailment, experimentation or absolute revision.

Entire campaigns, composing many separate units, are first planned in this way. The "visualizer" of an advertising organization is a very important man. He is paid for his ability to sense the news flavor of the copy and the niceties of balance. He stands between the reader and that

which unconsciously offends the eye.

He is the stage manager of the production. He casts the parts and plots out the action. Often he does no more than this, the finished units being turned over to experts who follow his creative genius.

It is not absolutely essential that he be an "idea man"; for ideas in advertising spring from many unexpected sources. They are the product of organization, not of any one individual. But he has become adept in assembling the elements of the display and making them practical.

IMPROVEMENT MAY BE MADE, WORKING FROM ROUGH SKETCHES

Now and again the more daring venture to "go right ahead," submitting complete proofs of an advertisement. Even the illustration is plated from a finished painting. But this practice is not so popular as it was during the teething-ring period of advertising. It was wasteful—inexcusably wasteful.

If the big boss happened to have a touch of indigestion, he could scrap the entire output with a wave of the hand. This meant starting all over again. It left a trail of disgruntled persons who felt they had hit a high mark the first time.

This unsatisfactory condition is swiftly changing. It is still necessary, in a great many cases, to submit something tangible, but the more wasteful method is being abandoned. It was "bad business," set a wrong precedent, and the advertiser himself finally came to see why it was not economically sound or necessary.

That not all advertisers have imagination when it comes to ana-

lyzing the embryonic processes of advertising is generally admitted. A manufacturer is scarcely expected to master these subtleties. They are not in his line.

The solution lies in same-size sketches, executed in an intelligent and translatable form. The advertiser sees an approximate picture of what the completed product is to be. Even technicians are now hinted at in rough-idea sketches. Type may or may not be set up and pasted in the artist's layout.

If the finished advertisement is to contain a halftone, the rough sketch is made in quick wash, following, more or less, the spirit of the final canvas; if line, the same thing is done. And as a final safeguard, these same-size layouts are pasted in magazine or newspaper, along with other advertisements.

The tag ends of a previous system still bob up now and again. For a time, advertisers were accustomed to have submitted to them rough sketches, in pencil or crayon, drawn "working size," or many times larger than the reduction. For the artist, when he makes his original, plans for three or four reductions.

But to one inexperienced in the ways of the artist and the engraver, a large preliminary sketch is apt to be confusing. He can't always form a satisfactory visualization of it as it will appear when actually printed. It was not unlikely, when he finally saw the reduced engraving, for him to express disappointment, for his mind still retained that pleasing impression of a large, elaborate, roomy design.

Still, looking at it from the salesman's viewpoint, those large sketches certainly made a hit. There is something impressive in staging such interviews, with the attendant festooning of a president's office with numbers of elaborate, tickled-up sketches, as large as one-sheet posters, that make the room a veritable art gallery. It is still done and with success.

Such layouts are necessarily ex-

pensive. Someone must pay for them and the waste is apt to be great at the end of a business year. Working designs, in large form, are not easily altered. Many must be redrawn entirely.

But the greater fault is one that builds itself around human nature. When a fairly careful, finished "prelim" is presented, it leaves a loophole for criticism of details. The man who must pass upon the sketch starts with that idea in mind. What's wrong? The expression on the girl's face over in the corner is not quite pleasing. Or the front left wheel of the car is not right from the mechanical engineer's knowledge of the product. The sketch has been carried so far and is so large that such details are aggressively obvious.

"Ah, but that's only a rough sketch," explains the advertising man. "All of those things will be corrected in the final design, when the artist completes it."

Which explanation does not always get over.

Why draw things wrong in the first place? Nothing, you see, is left to the imagination. It's all there, pretty carefully drawn out. The sketch invites the critical to pick flaws. On the other hand, when a small sketch is made, frankly rough, frankly in the early stages of development, and obviously tentative, these criticisms are minimized.

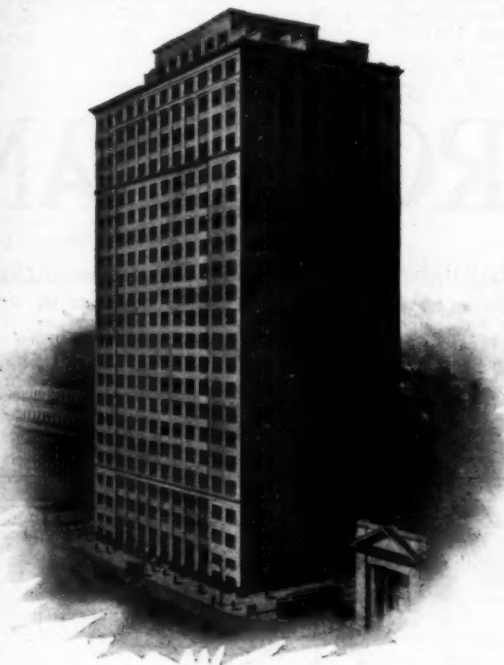
It has been discovered, after long study, that when people are permitted to use their own imaginations a little—fill in something—provide a part of that which is not there, they are far less apt to pick quarrels with submitted work. Pin them down to detail and they seem immediately to set themselves up as critics.

Lithographers of a certain class in the olden days spoiled many advertisers, perhaps unthinkingly. They allowed it to become a habit—this alarming system of submitting to executives, not rough, tentative sketches, as a means of conveying merely an idea, but handsome, practically finished drawings and paintings. The ad-

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**In the Center of Advertising Activity—
The Printing Crafts Building is the home
of the Trichromatic Engraving Company**



WE are located in the two upper floors of this large, sunlit building; close by to the majority of big printing plants, publishing houses and advertising agencies. The Post Office, the Pennsylvania Station, surface lines and subways—all close at hand, and helping to give you quick service.

We're busier than ever, engraving color plates that make the advertiser happy and the printer glad. Try us on your next COLOR job!

The TRICHROMATIC Engraving Company

461 EIGHTH AVENUE, NEW YORK CITY

J. H. TRYON

C. A. GROTZ

Presidents and other Executives

That's what Rotarians are—45,000 of them. They are the representatives of their concerns in Rotary.

They either control or have a voice in the expenditure of millions of dollars annually for the needs of their business. Such men must represent UNUSUAL BUYING POWER. Appeal to them through their own magazine.

THE ROTARIAN

The Magazine of Service

Published Monthly by the International
Association of Rotary Clubs

CHICAGO

Eastern Representative
WELLS W. CONSTANTINE
31 East 17th St., New York

Great Britain
THOMAS STEPHENSON,
6 So. Charlotte St., Edinburgh, Scotland
Member Audit Bureau of Circulations

Advertising Manager
FRANK R. JENNINGS
910 So. Michigan Ave., Chicago



Better PRINTING

If you are not proud of your printing, you are ashamed of it. And printing which you, 'way down deep in your heart, know is not "better printing," is apt to be pretty expensive for you in the long run.

PUBLISHERS PRINTING CO.
217 WEST 25TH STREET New York

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vertiser had placed on his desk what was, to all intents and purposes, the printed product.

And then, when the material for national advertising came along, the executive saw in it only crude, immature lines. He wanted the polished material, framed and mounted and edged with lace. If all the deadwood stock in elaborate drawings of that past lithographic regime could be gathered in one great room, it would prove its own silent warning against the practice. For strange fatality surrounds the design that has been once turned down. It never seems to go after that.

To those unacquainted with the facts of production in advertising, it is impressive to follow the painstaking steps of the work. First comes that little, rough, same-size idea sketch, then follows the artist's pencil enlargement, corrected and solidified by the client's approval, and finally, the submitting of this for last-minute supervision, suggestions, etc., and then the completed canvas, ready for the engraver. It is the adoption of this plan that is gradually eliminating the waste heretofore mentioned.

Changes there will always be. For it is not until the physical dress of an advertisement has been put on paper that abridgements and improvements begin to shape themselves. Artists sometimes complain because there are so many alterations.

They should remember that a design goes through many hands, many minds, and many degrees of final analysis. The client has ideas of his own. Sometimes they are better ideas than the original. An advertising organization does not fully measure the possibilities of an idea until a sketch or two have been drawn up. But once the architect's plans have been approved, it's fair sailing.

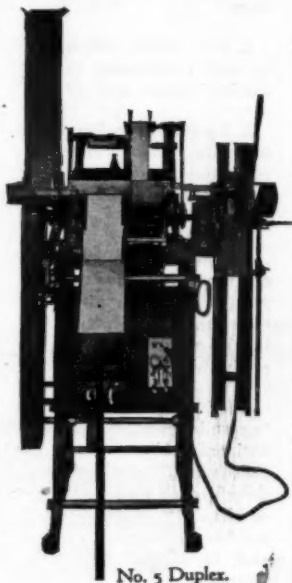
Anything that corrects and checks useless, unnecessary and expensive effort is, of course, desirable. There has been waste in the past in this one important branch of advertising.

An advertiser was approached

SPEED ACCURACY ECONOMY

in the handling of ^{all} ^{cases for} ^{advertising} ^{material}
publishers are ^{guaranteed by}

THE BELKNAP SYSTEM



No. 5 Duplex.

The No. 5 Duplex Machine, in one operation at a continuous speed of 7,500 per hour, will

- 1 Address and list names on mailer strip.
- 2 Print and cut proof of stencils in strips at any lengths for binding.
- 3 Automatically pick out expiring stencils and file them in separate drawers.
- 4 Count and register the number of subscriptions, automatically skip and not counting postal divisions.

RAPID ADDRESSING MACHINE CO.
Belknap System

32-46 West 23rd Street — NEW YORK

A Weekly at \$7.80 a Year

THE REVIEW, whose first issue appeared May 17, is already a definite and permanent figure in American weekly journalism, because

1. It is edited and written by men experienced in economics, finance and affairs.

2. Its definite policy is "to maintain those American principles which have made this a country of self-reliant freemen."

SUBSCRIBERS pay \$5.00 a year, *news-stand readers pay \$7.80*. These prices and the nature of THE REVIEW insure a *quality* circulation of the highest grade.

THE REVIEW acts as "an antidote to that imported national poison known as Bolshevism." It is natural, therefore, to find on the list of its 120 stockholders a number of the most patriotic and far-sighted of leading American men of affairs.

Approved applicants for A. B. C. Audit

Rate Card Prepared According to A. A. A. Standard

THE REVIEW
140 Nassau Street
New York City

Rodman Gilder, E. X. Pavesich
Bus. Mgr. Adv. Rep.

by an organization desirous of proving its ability to handle the account. An appropriation of \$500 was granted to defray the expense of submitting comprehensive layouts, a plan, and merchandising and distribution schemes.

A month later this advertiser was amazed to find on his desk a very large portfolio, bound in cardboard and containing some hundred or more careful sketches. Many were in color.

Page after page of preliminary advertisements, lettered and illustrated, met the advertiser's eye. It represented days and nights of artistic, creative effort. The cost must have been many times more than the actual amount received.

That splendid display of sketches for newspaper ads, magazine display, posters, street-car cards, dealer spreads and consumer booklets did not bring home the bacon.

For another organization came in at the psychological moment, not with a portfolio of elaborate preliminary sketches, embellished color designs, etc., but one small, crude pencil layout, done in a few minutes and with minimum effort. The drawing might have cost a dollar—not more. But it was the crux of a big sales idea.

And the idea is what counts. It always has and it always will.

Clever art, ingenious art, elaborate art, sketches by famous artists of national reputations, finished oil paintings—all of these are secondary to a merchandising plan.

And it isn't necessary to put Sunday dress on an idea—if it's a good one. The mere presentation of it is enough. Afterwards—then well and good! Employ experts to draw up your sketches and master-craftsmen to paint them for reproduction.

And ideas are born of the first, rough-and-ready feeling-around with a lead pencil. Fine art can cover a multitude of advertising sins. People sometimes are so interested in and impressed by the art of it that they forget the idea.

Be sure you have the big idea—and then go ahead.



It is a significant fact
that our accounts are
rarely solicited by
other Advertising
Agencies.

The Power, Alexander & Jenkins Co.
Advertising
Detroit

THE WILLIAM Darling PRESS

A name to remember when
you want catalogs, booklets
and advertising literature of
highest sales efficiency.

*Copy, illustrations, engraving
and printing.*

**88 Gold Street
New York City
Phone, Beekman 3710**

NOT A FOREIGN LANGUAGE, BUT A JEWISH ADVERTISING AGENCY

Would you entrust a foreigner who thinks in a foreign tongue and who speaks poor English, to sell merchandise to Americans? Would you send a man who has no knowledge or little knowledge of French to represent your interests in France? An advertising man is but a salesman who sells on a large scale. Instead of the tongue, his medium is the pen; instead of talking to one man, he talks to millions. But he must be a master of the language he uses. He must know the psychology of the particular people he addresses. He must of necessity have standing and reputation in the Jewish world in order to get and hold its confidence.

MR. J. PFEFFER

OF 318 BROADWAY,

NEW YORK CITY

is not a "foreign language" advertising agent but a *Jewish* advertising agent. Advertising in the Jewish field is a worthwhile investment. There are about four million Jews in this country. They earn much and spend much. It is good business policy to get their trade. But in order to do so, you must approach them directly, in their own language and in their own manner. Methods successful with Americans or other nationalities may not "take" with Jews.

MR. J. PFEFFER is the only man in the country specializing exclusively in Jewish advertising. He has been in the Jewish newspaper field for the past twenty years. He has edited Yiddish newspapers and is one of the foremost Yiddish writers in America. He knows the Jew, understands his psychology and knows how to approach him. He can tell you whether the article you wish to sell will have a market among the Jewish people. If the product is such as is not in demand by them, he will tell you so and save you the investment. If, on the other hand, your product can sell, he will choose the mediums for you; he will suggest the plan for a campaign, write the copy, secure the position, conduct a publicity campaign in addition to your paid space and provide you with Jewish booklets or whatever literature may be necessary. He will organize the distribution of your product through Jewish jobbers handling that particular commodity and cooperate with you in every shape or form and PRODUCE THE DESIRED RESULTS. All this will be done for you direct or in cooperation with your agency.

CONSULTATION WITHOUT OBLIGATION

To succeed in the Jewish market, place your advertising through

JACOB PFEFFER
JEWISH PUBLICITY

318 Broadway, New York City

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Lazy Letters Bring Business to Verge of Ruin

Then the Correspondence Department Was Renovated and the Day Was Saved—A True Tale of Business

By Charles Henry Mackintosh

THE lines of communication along which business houses keep in touch with their salesmen and dealers on the firing lines, are made up of business letters.

If these letters are inefficient; if they are too long or too short; too curt or too courtly, the power of the house responsible for them is impaired to the same degree.

It seldom happens that these lines are destroyed entirely, since it is usually possible for a business house to stay in business purely on the basis of service rendered, despite a heavy handicap of obscure and undiplomatic correspondence; but it is not impossible that the failure of the correspondents to keep these lines wide open may eventually bring a house to the brink of bankruptcy.

This is what happened in the case of a great wholesale house a few years ago. Dealer after dealer had severed connections with it, and not one would give a reason for his action.

I wonder if we all realize how seldom our customers will give reasons for not wanting to do business with us any more? Most people dislike arguments and know that to give a reason to the average house for not dealing with it any more, is simply to start an argument, and so they quit and say nothing.

The records of the great retail stores on State Street in Chicago contain the names of all customers whose purchases are delivered, no less than 95 per cent of the total. These records reveal the fact that 75 per cent of all who stop dealing with a concern, do so without making any complaint or giving any reason that might enable the

managers to locate the source of dissatisfaction.

They stop and that's the end of it.

In the case of this great wholesale house, so many dealers quit that it became urgently necessary to find the reason before the concern was driven out of business entirely.

And so a group of special investigators was assembled and sent out into the field to locate the source of the trouble.

For a few weeks they could not find it. In most cases it appeared that the dealers themselves actually did not know why they were "sore" at the house—but one thing at least was evident, that there was a very pronounced and dangerous spirit of dissatisfaction current among all the dealers, including the remaining customers of the house.

BREVITY WITHOUT CONCISENESS

At last one of the investigators unearthed a clue. He found a dealer who had finally succeeded in getting an adjustment, amounting to about \$5.40, after exchanging no less than fourteen letters with the house on the matter.

The replies to his communications had been so brief, so vague, so general in character, that he had been compelled to take time from his real work again and again to restate and to explain the situation upon which he based his claim for an adjustment. His last letter reached one of the heads of the house and brought a satisfactory settlement.

Further investigations along the lines of this clue unearthed scores of similar cases. It seemed that the house suffered from a regular system of incomplete correspondence, which dated back to the time when one of the executives had

Portion of address before the Direct Advertisers at the New Orleans Convention A. A. C. of W.

read an article about business brevity and had passed it on to the correspondents in the form of a general order.

It is mighty easy to get the brevity habit, because the shorter the letter the less thinking the correspondent has to do, and there is less work also for stenographers and transcribers.

The word "brevity" has two meanings, however—like many another word in our involved language. It means shortness, but it means also *conciseness*, and between the two there is often a great gulf fixed.

"Short" is defined as "inadequate, defective, deficient, abrupt, petulant."

"Concise" is a synonym for "terse," and "terse" is defined as "elegantly forcible."

In the light of these definitions, the danger of adopting only the first meaning of brevity, becomes obvious.

It is possible to avoid the hard work of thinking by merely making a letter short, but to keep it also concise requires the faculty of clear thinking developed to a high degree. It is to say much in few words. It is to condense the bulk without losing any of the essence. It is the highest art of the writer.

In the letters sent out from this wholesale house there was shortness without conciseness; they were inadequate, defective, deficient, abrupt, petulant; but no one could have stretched his charity to call them "elegantly forcible."

Years ago, Hugh Chalmers used to tell his embryo salesmen "you can't throw a teacup at a man and have it turn into a teapot on the way." It is equally impossible to mail an inadequate, defective, deficient, abrupt, petulant letter to a man and have it create an adequate, effective, efficient, forcible and pleasing impression.

And yet that was the type of letter that had been going out of the house in question ever since some executive had seen an article about business brevity and had believed that to be short was to be brief!

Ever since then the dealers had been getting letters that didn't quite answer their questions, or that answered one or two and overlooked two or three more. For example, a dealer would say: "On May 20, we ordered from your house twelve cases of your No. 8663-A, and have heard nothing of them since. Please advise when these goods were shipped and by what road; also please repeat order immediately since we are in urgent need of the goods." The correspondent who handled the letter replied: "Replying to your favor of June 2, the goods in question were shipped promptly and we regret to learn that they have not reached you; we are entering your duplicate order to-day and trust that you will have no further trouble. Thanking you for past favors and soliciting a continuance of your business, we are, etc."

THIS LETTER JUST PUT OFF THE EVIL DAY

You see the principle behind that reply—it is to "waste" the least possible time upon the letter—to answer it from the desk without looking up or calling up about anything. In consequence, the dealer is left without a single essential fact bearing upon his questions. He wants to know "When?" he is told "Promptly," which is no answer at all. He wants to know by what railroad or express company the goods were shipped and this question is ignored. It should be obvious, too, that he would like to have these same facts about his duplicate order, while, sooner or later, something will have to be said about what is to be done with the original order if it shows up after all, and the proper place to settle that is in this same letter.

That letter is a complete example of the letter-writing methods that had brought this formerly great wholesale house to the brink of bankruptcy.

It wasn't the big "important" letters, letters involving big sales or weighty agreements, that counted in this case. The probabilities are that such communica-

YOUNGSTOWN, OHIO

THE BILLION DOLLAR CITY

The Vindicator

DAILY AND SUNDAY

Owing to increased cost of production, the display advertising rate will be

6c PER LINE FLAT RATE

In effect November 1, 1919

All contracts made before that date will be at the old rate up to November 1st. No contract made for more than twelve months from date of first insertion, which must be within thirty days from date of contract.

MEMBERS OF A. B. C.

ARE YOU USING
OUR SERVICE DEPARTMENT?

The Vindicator

YOUNGSTOWN, OHIO

Foreign Representatives

La COSTE & MAXWELL

New York,
Monolith Building

Chicago,
Marquette Building

A \$25,000 a Year Ad MAN WANTED

A large corporation expending over two and one-half million dollars per year in advertising will pay from fifteen to twenty-five thousand dollars per year for a competent ad man. A twenty-five thousand dollar man preferred, but if such cannot be obtained, one of less ability might be accepted. Exceptional opportunity for advancement if competent. Must be able to write strong, original forceful copy with "news" interest and possess a keen, thoughtful analytical mind. No ordinary ad writers need apply. This is an exceptional opportunity for an exceptional man. State age, experience, salary you have previously received, and if convenient, please enclose one or two samples of your ads (which will be returned). Address G. J., Box 60, care P. I.

tions were handled by the chief executive himself.

The trouble came in the little everyday letters, dealing with the detail of the business—and, after all, the success of even the biggest single sale depends upon the manner in which the details connected with it are put through.

By means of words, a good salesman can convince his prospective customer that his house is a mighty good house to deal with; but let that house "ball up" a few shipments and be short and snappy about credits and collections and adjustments, and the customer finds that he wasn't really convinced—he had just taken the salesman's word that his was a good house, because he himself seemed to be a good sort. Now the dealer is convinced, but to the contrary of what the salesman told him.

The salesman's *words* said the house was a good house to deal with. The house's *acts* said that it was careless and arrogant and curt. Now everyone remembers Lincoln's answer to the fellow who promised everything but performed nothing: "What you do speaks so loudly that I cannot hear what you say!"

It's what our letters do to the customer, not what they say to him, that counts.

If they say that they "solicit a continuance of his favors"—and we will hope that they never would use such archaic phraseology—but if they say that and at the same time compel the customer to write back again and again to get a real answer to his questions, what they do is far more important than what they say; because what such letters actually do eventually is to *lose the customer*. Just that.

It was so in the case of the wholesale house in question, until there weren't enough customers left to keep it in business.

But it didn't go out of business.

Instead, it went out after the reason for the reaction, and when that reason had been found, a way was sought to remove it.

This was the way:

The heads of the house recog-



Hop Service Sales Cartoons

for

**House Organs
Mailing Circulars
Dealer Literature
Salesmen's Bulletins**

—are founded upon accurate knowledge of the fundamentals of good merchandising. They are in use by representative selling organizations throughout the United States and Canada.

NOW READY!—Booklet of 94 new "Sales Jr." drawings, with humorous philosophy, showing this interesting little sales character in new antics—also folio of 36 new Syndicated Cartoons on timely business topics.

Distributed to Sales and Advertising Executives upon request.



Canadian Representatives—British and Colonial Press, Ltd., Toronto, Canada



BETWEEN business stationery and literature consistently related in style by an unmistakable individuality and that which follows no general scheme of coordinated appearance, the gulf is as great as it is between an AAA1 firm and an M4 firm.

Between the finest paper and the poorest, between the richest execution and indifferent, there is not enough difference in cost to be insensible of the distinction conferred by quality. The point is: It's effect, not cost, that should be considered. May we prove it?

The
Edwards & Franklin Co.

Steel and Copper Plate Engravers,
Lithographers, Printers, Blank
Book Makers.
Youngstown, Ohio.
Members Typothetae since 1912

Semi-Weekly Journal Atlanta, Ga.

225,000

Circulation a Week.

For weeks of

**October 6
November 3**

All farm home circulation, where the scale of living is rising fast. Sell them first.

**The Journal Covers
Dixie Like the Dew**

nized that better letters meant better letter writers. They knew that it wouldn't be enough—that it wouldn't even be fair—to tell the correspondents that their letters had been poor and must be improved. Just as it had been necessary for the heads of the house to have the situation analyzed before they knew what was wrong and how to cure it, so it was equally necessary to give the correspondents the results of the analysis and also to lay before them the inference which might logically be drawn from those results.

So they called a conference of correspondents and laid before them the facts that had been unearthed by the special investigation. They had carbon copies of some of the letters and these were dissected, of course without mentioning the names of the writers, since the house policy had been at fault rather than individuals. And then they asked the correspondents themselves to suggest remedies for the conditions.

Nearly all agreed that something must be done to insure that all questions in dealers' letters were answered carefully and completely in the future, but just what form this insurance should take, other than leaving it to each correspondent to keep the matter in mind, could not be decided until someone suggested a supervisor whose job it would be to check all outgoing mail to see that each letter answered properly all the questions asked in the original. The correspondents thought that might be a pretty good plan, and then came the question as to who should undertake this work. Nobody seemed to feel that he had enough unusual ability along letter lines to volunteer—and you couldn't blame them, could you—and so finally it was suggested that it might be necessary to train a man for the work.

**NOW THIS FIRM'S CORRESPONDENCE
IS CHECKED TWO WAYS**

Now before calling the conference the heads of the house had investigated the possibilities of securing an effective course of training in business letter-writing

Presenting

JAMES A. WATSON

*Formerly of
N. W. Ayer & Son*

H. A. THOMPSON

*Formerly of
Pratt & Lambert, Inc.*

H. P. BENDER

*Formerly of
McCann's Tours, Inc.*

As Additions to the Staff

of

The Philip Hutter Company
INCORPORATED

Advertising
World Building, New York

DISPLAY ADVERTISING RATES

One time, 50 cents per inch.

Subsequent insertions, 25 cents per inch.

OPEN SPACE RATES

Rates for open space to be used in a year, run of paper. Next reading or better, is usually given on open space, but not given as part of contract.

100 inches	20 cents
250 "	18 "
350 "	15 "
500 "	12 1-2 "

Figuring Lineage Costs on the Inch Rate Basis

HERE'S what your Billing Department is up against when figuring total lineage costs on the inch rate basis. If the advertisement is 96 lines and the rate 50 cents per inch, the inch rate must first be converted to rate per line or .035714 per line and multiplied by 96 to find total lineage cost.

"Multiplying tough looking fractions like that costs money," is the way one well-known agency executive expressed it. But multiplying "tough looking fractions" on the MONROE is a simple operation; for instance, in the above problem the line rate and total lineage cost is figured on the MONROE in *ONE* operation.

We will gladly demonstrate in your own office how the MONROE does it and how it may be applied to all your work. Send for "Book of Facts."

Monroe Calculating Machine Co.

Woolworth Building

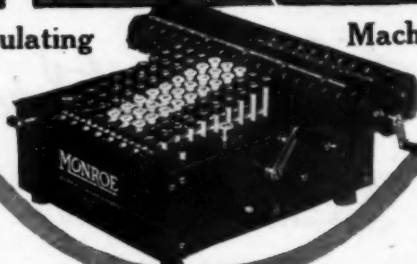
New York City

Offices in Principal Cities

MONROE

Calculating

Machine



and so they were prepared to meet this suggestion.

But right at this point the vice-president in charge of sales had a bright idea. "If we can train a man to catch mistakes in our correspondence," he said, "why can't we train all our correspondents to do the same thing and so not to make mistakes in the first place?" That sounded like good logic, because there wouldn't have been sound sense in correcting the correspondence after it was all ready to be mailed and every correction would mean a waste of time and material; when it might better be corrected before it came from the lips of the dictator.

Eventually it was decided to adopt *both* plans—to give the individual correspondents the benefit of the proven practical plans and the successful experience of the business letter-writing experts of America; and also to appoint someone to the position of correspondence supervisor to look over the letters before they left the house and thus make assurance doubly secure.

As a result of the operation of that plan, the house in question became greater than before—and you will see that I must not mention the name, since no concern likes it to be known that it was once on the brink of bankruptcy through inefficiency in any department. However, it is a real house and it is now one of the largest in its line in the United States. Better letters have rebuilt it stronger and bigger than before.

**HEAD CORRESPONDENCE YIELDED A
MILLION DOLLARS IN BUSINESS**

Not long ago a sales correspondent in a wholesale grocery house had occasion to go through some old ledgers to look up some data on past business. As he turned the pages he was surprised to see how many concerns there were with whom his house used to do business but did so no longer.

He got the idea that it might be worth while to make a list of these former customers and see if anything could be done toward bring-

"When Seconds Count"



"Publications-out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield-Leach Company
"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier



No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.


These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure lock. No wrapping or tying necessary.

Ask for Samples and Prices
MADE ONLY BY

Chicago Carton Company

4433 Ogden Avenue 516 Fifth Avenue
CHICAGO NEW YORK

1,500,000 Consumers



Wisconsin Daily League

SILOS—

A good silo on a farm means modern methods, prosperity, buying power. Wisconsin leads all States in the number of silos.

You can blanket the State (or any part of it) with 30 leading daily newspapers—only one order and one payment necessary.

H. H. BLISS, Secretary
Wisconsin Daily League
Janesville, Wisconsin

The SEVEN ARTISTS

116 West 39th St.



**ADVERTISING
ILLUSTRATORS**
PHONE GREELEY 1845

ing them back. A couple of boys were set to work copying off the names, and the list was then checked against Dun's and Bradstreet's to eliminate those that had died or gone out of business during the interim. Then the sales correspondent sent a letter to the list asking, in just the right way, why they weren't dealing with his house any more.

We may know that he did it in just the right way, because actually *eighty per cent* of the entire number replied, and a majority of them were eventually brought back into harmonious business relations with the house.

Three years later it occurred to the general auditor of the house to calculate just how much business had been done during that period with these old customers who had been brought back as the result of the sales correspondent's bright idea and his master letter.

He found that the gross amount already exceeded one million dollars and every one of the accounts was still alive and growing every month.

Think of that! One million dollars' worth of business drawn from people who wouldn't have ordered a copper cent's worth of goods from that house if it hadn't been for a single letter based on a bright idea! You see the big possibilities for better business letters don't depend on unusual situations or exceptional opportunities—they are right around us in our regular work and all we have to do is to recognize them before we may make them our own.

It is said that graphite is made up of millions of tiny diamonds—and our pencils are filled with graphite. We can develop those tiny diamonds until they are worth as much as diamonds from the mines of Golconda, if we have open and ready minds. We can do it *right at our own desks*, by developing the power to produce better letters—letters of the sort that turn inquiries into sales; letters that make satisfactory adjustments that retain customers; letters that reject poor credit-risks without losing good will; letters



Get away on time every day with The Dictaphone's help

While some advertising executives are chained to their desks, others are cleaning up their work earlier in the day and enjoying more of the outdoor season, because they have simplified their methods of doing business.

The Dictaphone is certainly a big help. It speeds the mail, because it simplifies the processes of getting it out. You dictate and your secretary transcribes your dictation under ideal conditions. Both you and she get away promptly each afternoon, and are the healthier and happier for it.

Phone or write the nearest branch office for a 15-minute demonstration in **YOUR** office, on **YOUR** work.

THE DICTAPHONE

Registered in the U. S. and Foreign Countries

Dept. 134-I, Woolworth Bldg., New York City
Branches Everywhere

Write for Booklet, "The Man at the Desk."

There is but one Dictaphone, trade-marked "The Dictaphone" made and merchandised by the Columbia Graphophone Company



"The Shortest Route to the Mail-Clute"

Frank Presbrey Company

Takes pleasure in announcing that

MR. L. M. BRADLEY

who has been allied with the automotive industry since its inception and until recently General Manager of the Motor and Accessory Manufacturers' Association, has become affiliated with the Company's staff of representatives.

FRANK PRESBREY COMPANY

General Advertising

456 FOURTH AVE., NEW YORK

that make collections promptly and without friction.

You may wonder why I speak of pencils in connection with business letter-writing. Well, I have had many business men ask me how they could improve their powers of expression: so many have asked this question, indeed, that I suspect that the chief reason why the bulk of business letters are so bad is because letter-writers do not possess and have not tried to develop in themselves the power of clear, concise expression.

Now, before it is possible to express a thought clearly it is necessary that the thought first be formed clearly and distinctly in the mind of its originator.

Not fifteen per cent of us organize our thoughts before we express them. We have an idea and we just open our mouths and let it flow forth as it comes. In consequence it often takes ten words to do the work of one, and sometimes the idea is drowned and choked in words.

The wise way is to stop and think before dictating and then to dictate only carefully chosen words.

The best way I know of to form the habit of doing that is to stop dictating all important letters for awhile and to write them out in longhand instead.

That's where the pencil—the "pocket diamond-mine"—comes in to letter-writing. It may help to develop wonderful clarity and conciseness of expression which is so great a part of the power in effective business letters.

E. T. Sadler Establishes Agency at Pittsburgh

E. T. Sadler, for the past year associated with the Farrar Advertising Company, Pittsburgh, has established an advertising agency to be known as the E. T. Sadler Company in that city. Before joining the Farrar agency, Mr. Sadler was connected for eleven years with the Fred L. Kimball company, publisher of *Kimball's Dairy Farmer*, *The Milk Trade Journal* and *The Egg Reporter*, of Waterloo, Ia., and Columbus, O.

Mr. Sadler will also be the Eastern representative of *The Milk Dealer*, *The Ice Cream Review*, and *The Butter, Cheese and Egg Journal*, trade papers being published in Milwaukee, Wis., by H. P. Olson.

Shoe Repairer Continues to Get Attention

Upon the occasion of the recent street-car strike in Louisville, Jay H. Skinner, whose advertising of his shoe-repairing shop was recently mentioned in **PRINTERS' INK**, took display space in newspapers to issue a disclaimer that he was responsible for the trouble.

"It is rumored that I caused the strike so that the entire population of the city would be forced to walk, thereby wearing out their shoes so I could repair them," said the copy.

"This I absolutely deny—I am in no way responsible for this strike—I was not consulted before it took place by either the workmen concerned or officials of the Street Railway Company.

"I admit that I have publicly expressed my preference for walking (on the part of others), but when I did so I supposed it would be understood that it was to be in moderation and not a prolonged 'hike.'

"Of course, while the strike lasts, walking will continue to be a disagreeable necessity on the part of most of us. Shoes are bound to wear out, and I will appreciate it if you will bring them to the Shoe Service Shop for repairs."

Tiffany—Tiff Any

Thousands of miles from New York City "Tiff Any" greets you at Pekin. Not as a branch of the New York jeweler but as "Tiff Any" the leading jeweler of Pekin, China. He is a self-educated Chinese jeweler and dealer in curios. He guarantees every purchase. He never misses a new arrival at any of the leading hotels where he has his stands. A visit to his home is well worth a trip to Pekin in itself.

"Teh Pao Chan" is his Chinese name. His chop or trade name is "Tiff Any" a close imitation. This Chinese frankly tells you that every advertisement of Tiffany in any newspaper or magazine is an advertisement for him if the reader ever gets to Pekin.—*New York Sun*.

Torrington Company's Profit

The net operating profits of the Torrington Co., Torrington, Conn., maker of "Torrington Carpet Sweepers," and "Torrington Vacuum Sweepers," and subsidiaries, including the Canadian company, for the year ended June 30, 1919, and the English and South American companies for the year ended June 30, 1918, were \$2,982,696.

Truth in Advertising

"What's your time?" asked the old farmer of the brisk salesman.

"Twenty minutes after five. What can I do for you?"

"I want them pants," said the old farmer, leading the way to the window and pointing to a ticket marked, "Given away at 5.20."—St. Louis "Globe-Democrat Merchandiser."

Relation of Advertising to Industrial Morale

(Continued from page 20)

sible. Poor presentation—the “now I am going to do something handsome for them” attitude—has wrecked scores of so-called profit-sharing plans, insurance ideas and the like.

It is my opinion that the advertising manager in each plant should be consulted always to put in salable form any new plan, and to build from the bottom up, not from the top down, and as a selling idea presupposes good merchandise to sell, he should inform himself on the mind of that very important market, the men in his own plant, and discover in advance their likes and their prejudices. He will realize that it is difficult to expect a poor man to be conservative unless he has something to conserve, and he will be able, from a knowledge of the other man's mental attitude and difficulties, to help the boss make a plan for the workers which he won't be ashamed to sell. A fake plan can't be helped by advertising any better than poor goods.

There is no time to enumerate the many factories where frank honest advertising methods are now being used to present and make real the company's purposes and interest in the man's future or where they have cut down labor turnover tremendously by working in close contact with the personal manager. Employees' house organs, posters, moving pictures, envelope stuffers, newspapers, magazines, street car, all sorts of mediums for corporate expression are being used. But today with the demand for increased production comes the answering question, “For what purpose?” The worker is often too far removed as a consumer to make his increased production evident to him and his family in reduced living costs, and while it is true that a wage which is not earned is added

to the cost of the finished product, and eventually to all products it is hard to make that point evident to the individual.

We must have a new common impulse to take the place of the self-evident one of war times, and again civic pride, the community spirit can be brought into play. It must be made clear that there is only one all and both Labor and Capital cannot have it, and until they both come to consider themselves mediums of service to make life more livable for the consumer, and better for the community any industrial peace will be only a truce.

ADVERTISING'S OPPORTUNITY

If four or five fundamental points of agreement between the great body of organized workers, 4,000,000 of them, and a large organization such as the U. S. Chamber of Commerce, representing 8,000 manufacturers can be adopted, say at this convention, as an industrial creed, it can serve to crystallize public opinion, and the great force of advertising which has made men want better teeth or white bathtubs, can carry the message into every community and home in the land.

Here, in each town, the local representatives of both the big national bodies whose platforms already have far more points of agreement than of disagreement, could dramatize locally the national creed. In other words, instead of meeting separately at opposite sides of town, representatives of the Central Labor body and the local Chamber of Commerce would meet in an agreed upon place regularly with feet under the table and cards on top to discuss matters of common interest to them both as citizens of the town where they both live and upon whose prosperity and good name they depend. When a man is out in the open, frankly representing a certain group of citizens, but with the relation of this group to the other elements in the community clearly in mind, he is a far different man from what he is in a dispute when each

Visualize Your Market

New Standards of business efficiency necessitates a Scientific analysis of the automotive market. Successful managers are applying certain fundamental principles.

Our statistical service is reliable

No expense is spared in giving you the very best, latest and most authentic data, and this enables you to visualize the possibilities in every locality. An organization of three hundred people keep this data down to date for you.

Passenger Cars

How many of each make in each county. How many Fords in each town. How many electrically equipped cars in each town. How many motorcycles in each town.

Trucks

How many of each in each county. How many Fords in each town. How many actual trucks in each town. How many other commercial cars in each town.

This information is a big asset in your business—the means of getting maximum returns from your advertising. The biggest automotive concerns in America use our statistics.

Send today for our "Free Book of Statistics"—giving interesting sales data and full particulars.

Motor List Company

Home Office

Mr. MARTIN TUTTLE, Proprietor

409 Grand Avenue, Des Moines, Iowa

Cleveland Office
639 Huron Road

Mr. Chas. G. Tobin
169 Griswold St., Detroit

We furnish Mailing Lists of every kind

Are You Using ALL of Printers' Ink?

With the coming of PRINTERS' INK MONTHLY you are given an opportunity to supplement the advertising which you have done so successfully in the WEEKLY.

The combination of the Monthly and the Weekly makes a Greater Unit with 31 years' experience in advertising and sales to assure its success.

These two publications mesh as do two gears to turn out a unified service to all buyers and sellers of advertising. The Monthly in the big size, so admirably adapted to illustrative treatment, supplements the Weekly.

Subscribers of the Weekly will be subscribers of the Monthly because the two publications go hand in hand. A reader will not miss the Monthly any more than he would be content to receive three copies of the Weekly a month instead of four.

You will want to use *all* of Printers' Ink—that means the Monthly and the Weekly.

First forms for the November issue will be closed on October 10. Final forms will be closed on October 15.

PRINTERS' INK MONTHLY

A Journal of Printed Salesmanship

185 Madison Avenue

New York City

BRANCH OFFICES

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. McKINNEY, Manager.

Canadian Office: Lumsden Building, Toronto, A. J. DENNE, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

side fights only for its own unrelated rights.

The time for men to work together is in fair weather, so that when stormy weather comes they will approach their difficulties in a far different spirit, born of constant association with a knowledge of the other man's viewpoint and characteristics. When a strike is on, it is too late. We don't need mediation boards so much as we need men who start long before they are necessary, who are proud of their city or town, who think human nature is worth a little faith and that all men want to do the right thing when they see it clearly and without prejudice. We need interpreters, not self-elected "educators."

So few people in a town think carefully on labor conditions that a fair set of principles agreed upon by representatives of 4,000,000 workers and 8,000 manufacturers, will crystallize public opinion, even though the points may be few and must be elastic enough to meet practical local conditions. And the plan for local co-operation is intensely practical. Unlike many Utopian theories, it actually works. I have seen it work in Altoona, Pa., where the secretary of the Central Labor body and a forward looking group of men in the Chamber of Commerce are working together. Through mutual understanding and a real desire to co-operate and appreciate the other man's point of view, for the good of the town, they have averted many a serious situation and cleaned up many fight situations before the gong rang for round number one. Their activities have annoyed both the radical soap box men and the shell-backed, stiff-necked ones among the manufacturers but it has been a godsend for the town and the people as a whole.

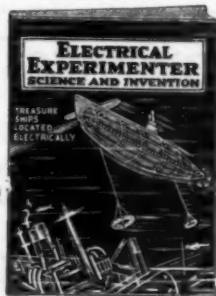
Let us then as advertising men take from the platforms of these two organizations the points they agree upon—even if they are few—and write them in the language of the consumer. It will help us all in time to come.

The subject for this Convention

The Atlanta Journal Atlanta, Ga.

House of Kuppenheimer,
as usual, has started its
seasonal advertising in
The Atlanta Journal.

Advertising in The
Journal Sells the Goods



Breaking Records
is getting to be
A HABIT

The October "Experimenter" with
24,582 Lines

of paid display beats the previous high of Sept. by 5,825 lines—the seventh record since last October.

Circulation over 115,000.

EXPERIMENTER PUBLISHING CO.
233 FULTON ST., NEW YORK CITY

Western Representative
J.B. FINUCAN, Hartford Bldg., Chicago

A few words
from
an appreciative advertiser
of underwear:

"I value THE UNDERWEAR & HOSIERY REVIEW more highly than all the other trade papers we have used put together. I have today instructed Erwin & Wasey Company to renew our contract with you for twelve full pages for 1920."

—W. B. SIMMONS,
President,
The Futurist Co.

Any underwear or hosiery account
you handle can be served by us
just as effectively.

THE Underwear & Hosiery Review

320 Broadway, New York

READY FOR BUSINESS

We are pleased to announce
to advertisers and agencies
that our plant damaged by
the destructive Gulf storm
has been repaired and that
publication of regular issues
was resumed Sunday,
Sept. 21st.

THE
CORPUS CHRISTI CALLER
CORPUS CHRISTI, TEX.

Frank B. Harrison
Mgr.

S. C. Theis Co.
N. Y. and Chicago
Representatives

is more than timely. It comes at a momentous time in the country's history. The President has called a meeting of representatives of Labor, Capital and the Consumer for October 6th. Men representing the United States Chamber of Commerce and other business associations, representatives chosen by President Gompers, of the American Federation of Labor, representing Labor, and representatives of the general public named by President Wilson. This meeting is for the purpose of reaching a common ground of agreement in action, in regard to the future conduct of industry and to consult on the vital questions affecting our industrial life and their effect on all our people, and to consider how a definite plan can be worked with a true community interest. Our work here then becomes a preparation for this momentous meeting at Washington and it will perhaps be possible at this convention to boil down some of the main points of agreement now existing, and also present our suggested plan for local co-operation.

A COMMITTEE TO WORK WITH INDUSTRIAL CONFERENCE

It would then seem absolutely essential that this convention should appoint a committee to work in the closest possible co-operation with the Industrial Conference called by the President. The results attained at their meeting will need to be hammered home into the consciousness of every man, woman and child in America. It cannot be one of those things which is a seven-days' wonder and is then forgotten. It will need the force of paid advertising to standardize the fundamental ideas nationally, and local advertising and intensive dealer work in order that the national points may be dramatized and worked out in the separate communities as suggested above.

Advertising's wartime service in helping the Government entitles it to present recognition in this matter which affects us all as citizens, and which the great power of ad-

The New SUCCESS

Marden's Magazine

October
1919

20¢



THIS ISSUE 100,000 COPIES

November, December and January are the last issues at \$120 a page. Beginning with February the page rate will be \$250.

The Lowrey-Marden Corporation, Publishers
1133 Broadway, New York, N. Y.
Charles H. Desgrey, Adv. Mgr.

Western Representative
Charles H. Shattuck
Peoples Gas Bldg., Chicago, Ill.

Eastern Representative
Lee & Williamson
381 Fourth Ave., New York, N. Y.

WANTED

Advertising Specialty Salesmen

to carry a leading line of Holiday Good-Will and Business Greeting Cards.

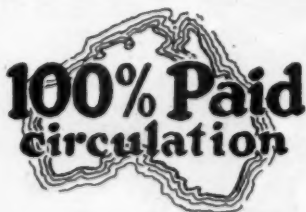
Liberal commissions paid.

Write us about yourself, telling where you travel and what lines carried.

This is the beginning of the busy season in this line of goods and good men should make at least \$100.00 monthly carrying these as a side line.

THE DAVIS-SMITH COMPANY

Makers of Good Impressions
531 Atlantic Avenue, Boston



"The Farmer & Settler"

is the logical medium for every manufacturer or exporter who has something to sell in Australia or New Zealand. It circulates among the wealthiest per capita population in the world—the sheep and grain farmers of the Commonwealth.

For further information
address the

British and Colonial Press, Inc.

Sole Agents in the United States and Canada
Cunard Bldg., 150 Nassau Street,
Chicago New York

vertising suggestion can make effective.

Let us then help put over the idea of co-operation in fair weather between the local representatives of these great organizations of labor and business, as they are now starting on their own initiative in several towns in addition to the one mentioned above.

THE WORK BEGINS AT HOME

The practical answer to every big problem we face is found by actual experience by ordinary citizens in the small communities of America where men are short on theory and conversation but long on common sense, and the same pride which made a town proud of the hand grenades or tin hats it made for the boys overseas—will make it proud of its own plan, worked out by its own citizens and carried over from the meeting place into the individual plants in the town, whose problems as they affect the human element in industry have a direct bearing on the life of every man in the community, and those citizens together will wipe out some of the present plague spots in industry which breed the germs of Anarchy like the swamps breed plagues.

To increase production without decreasing American standards of living for the great ninety per cent of our fellow citizens, the customers for our goods, to help all men express themselves more fully to each other and in their work so that it becomes a really worthy part of a man's life for the good of his community and his country, to get manufacturers to think of making men happier as well as making profits in business, these are tasks worthy of the best efforts of all men in all businesses.

The advertising business has before it the chance to dedicate its great power intelligently to the service of humanity at a time of great crisis in the world's history. It can and will surely find a positive practical way to make its power a living influence in this task.

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The COX MULTI-MAILER COMPANY

mailed a circular on June 2nd advising of its petition in voluntary bankruptcy. We take pleasure in announcing the purchase by us of all the physical assets, patents, good will, accounts receivable and unfilled sales contracts of that company.

It may be a matter of interest to you as it is a matter of gratification to us that every creditor of that company (except eight note-holders, all of whom were at some time directors of the company) has been paid in full for his claim. Also that every stockholder of that company has been invited to come into this company on exactly the same basis as every other stockholder and that no profits nor commissions have been made by anyone out of the sale of the new stock.

A pleasing number of the old stockholders have taken their full quotas or more in the new undertaking, among whom are Mr. Victor F. Lawson and Mr. Delavan Smith. The management of the old company comes over bodily to manage the new company.

With business in 1918 over four times what it was in 1917 and promising (in spite of a removal, a strike and this reorganization) nearly twice as much in 1919 as in 1918, with double the old space and machinery equipment, with largely increased working capital and with no debts beyond current accounts, the courage and optimism which have carried this enterprise forward in the development of mechanical mailing for publications are now greatly strengthened.

We deeply appreciate the consideration and courtesy both of customers and suppliers during this period of change and count it as proof of continued cooperation.

Yours cordially,

The
Speed-a-matic
Company
MANUFACTURING
THE MULTI-MAILER SYSTEM

817-825 W. Washington Boul.
Chicago, Ill.
September 20, 1919.

NEW ENGLAND

The Ideal Territory for Advertisers Either Regular or "Try-out"

New England appeals to advertisers because in no other section is there so much capacity and readiness per mile, to purchase goods.

Cities close together—No long jumps for salesmen.

Good jobbing houses—distribution easy and accounts safe.

Results can be accurately traced—The value of the advertising copy and selling plan can be determined absolutely.

Manufacturing and agricultural territory combined. Farmers and factory-workers are making more money than ever before.

This ability to buy is founded upon an unusual density of population, composed of people of means or those employed at well-paying labor—men and women whose condition and occupations give them incomes on which to live liberally. They are ready purchasers because they have ready money.

Every advertiser knows that a prosperous manufacturing population is a good purchaser. It buys largely and is quick to seek for merit in new articles. It is progressive, thrifty.

You will find these 16 dailies are strong and result-producing:

WATERBURY, CT., REPUBLICAN
PORTLAND, ME., EXPRESS
BURLINGTON, VT., FREE PRESS
MANCHESTER, N. H., UNION and LEADER
FITCHBURG, MASS., SENTINEL
LOWELL, MASS., COURIER-CITIZEN
LYNN, MASS., ITEM
SALEM, MASS., NEWS
SPRINGFIELD, MASS., UNION

TAUNTON, MASS., DAILY GAZETTE
WORCESTER, MASS., GAZETTE
PAWTUCKET, R. I., TIMES
BRIDGEPORT, CT., POST and STANDARD-TELEGRAM
NEW HAVEN, CT., REGISTER
NEW LONDON, CT., DAY (Evening)
EACH OF THE NEWSPAPERS here named is a power in its home community.

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American Petroleum Institute Has Publicity Bureau

At a recent meeting of the organization committee of the American Petroleum Institute, which has headquarters in New York, a publicity bureau was decided on, to acquaint the public with facts pertaining to the oil industry and to supply an information service to members of the oil trade. It was also decided that the Institute should publish a journal. The name and date of publication have not yet been fixed.

The American Petroleum Institute was organized last March, the benefits derived from the activities of the Petroleum War Service Committee having pointed out the need and value of such an organization. Three main bureaus will be maintained, these being for publicity, research and statistics.

Lipman With Mayer Brothers

A. H. Lipman, who before going abroad for army service was advertising manager of the Essenkay Products Company, of Chicago, has been made advertising manager of Mayer Bros., manufacturers of boys clothing in the same city. Philip L. Friedlander, who has been advertising manager of Mayer Bros., has become secretary and general manager of a new advertising agency established in Chicago by Penny Run.

Hughes in Packard Advertising Department

R. D. Hughes has joined the advertising department of the Packard Motor Car Co., Detroit. Mr. Hughes was with the Burroughs Adding Machine Company, Detroit, for several years, leaving that organization to enter the navy.

Reed in Agency Work at Cleveland

Charles G. Reed, for fifteen years an automobile editor and writer of motor news and publicity, has joined the publicity and sales promotion staff of the Dunlap-Ward Advertising Co., Inc., Cleveland.

Kane With Erwin & Wasey

Frank Kane, for many years a member of the advertising staff of the Packard Motor Car Co., Detroit, has joined the staff of Erwin & Wasey Co., Inc., advertising agency, Chicago.

Crowthers Is Advertising Man- ager of Gary Truck

R. C. Crowthers, who has been automobile editor of the Cincinnati *Tribune*, has been made advertising manager of The Gary Motor Truck Co., Gary, Ind.

Here are some of the industries in and around

PORTLAND MAINE

Agricultural Implements	Hardware
Boxes	Iron Works
Breadstuffs	Leather
Boots and Shoes	Lumber
Canned Goods	Lithographing
Clothing	Matches
Confectionery	Machinery
Carriages	Marine Hardware
Crockery	Marble
Drain Pipes	Millinery
Druggists' Supplies	Metal Gutters
Extracts	Ornamental Glass, Etc.
Furniture	Paper
Furnaces	Paints and Oils
Flax	Paving Brick
Foundries	Roofing
Ginghams	Silk
Groceries	Stores
Granite	Screens
Glass	Slate Works
Hats and Caps	Toys

The Evening Express

Largest Circulation of any
Maine Daily!

The Julius Mathews Special Agency
Boston New York Chicago

The two essentials for an
advertising success

THE FIELD —AND— THE DAILY

BRIDGEPORT CONNECTICUT

This wonderful city with its great industries manufacturing 15,000 different articles sold the world over, is a desirable field for all advertisers. Big pay makes easy spenders. The

POST AND STANDARD-TELEGRAM

a daily of metropolitan caliber

Dominates this field—easily.
Greatest circulation—by far.
Carries the most advertising—by far.
Produces most results—by far.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1838 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

C. P. Russell Frank H. Williams
Helen A. Ballard S. E. Kiser

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, SEPTEMBER 25, 1919

The Convention's Keynote

The keynote of the convention of the A. A. C. of W. at New Orleans is admittedly timely. With President Wilson's Conference of labor and capital and the ultimate consumer set for the first week in October, there is scarcely any other subject which could be discussed at a national convention than the relations between these important elements in the community.

PRINTERS' INK has pointed out continually how eminently fitted is the force of advertising to interpret correctly men to each other and how closely related economically advertising is to the problems involved.

If the topic is timely, the very choosing of such a topic is significant in the development of the advertising man's horizon and task.

This evolution has been a progressive story of a broader service which has brought broader recognition and new problems.

A few short years ago it would have been said that the subject of industrial relations was as far removed from advertising problems as a working knowledge of Patagonian folk-lore. In those early days, acquaintance with type, electros, and paper, a reputation for cleverness with the pen and unlimited enthusiasm made many men in their own estimation capable of holding down a real advertising job. The advertising man was often looked upon as an amusing journeyman, who with his little bag of utensils would be found advertising candy to-day, in a few weeks high pressure pumps or horse liniment. Through the years his knowledge and service have increased; more and more he has become an integral vital part of big business—not an outsider with dreams to sell.

As his service increased his responsibility increased in direct proportion, and new problems hard to solve were put up to the advertising department because it had won a reputation for going about things from the bottom up with a definite purpose in mind, and the fundamentals of human nature as a guide.

"It stands to reason," so says the big executive to-day, "that if the force of advertising can create new habits of thought, and decrease the friction in my channels of distribution, where the human mind is so important a factor, it should be able also to do away with friction among the human beings who have invested their muscle in my business." And in this new task ahead advertising and the advertising man have their great opportunity.

The men who study the fundamentals of labor psychology, who learn to understand the mental

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attitude of that important market, the men who work with them in their own plant, can do a most important work in interpreting the spirit of management to the mind of labor, and can greatly assist in bringing back the goodwill and fair play on both sides of the days when men were associates in a common work, when personal contact made men know each other, and industry by being less complex, was more human.

Advertising's Broad Scope

Advertising sometimes moves in seemingly mysterious ways its wonders to perform.

The International Harvester Company wanted to sell more harvesting machines, tillage implements, plows, motor trucks, oil tractors, cream separators, manure spreaders, farm wagons and feed grinders in the South.

Its market there was handicapped because the soil was impoverished and because the staple crop was cotton. So the company began its advertising campaign for this business by fighting the cattle tick in the South. This was based on the soundest of those psychological principles which the advertising men are so fond of talking about.

The Harvester company could not sell much farm machinery in the South as long as the cattle tick continued in business. Instead of spending a lot of money and advertising farm machinery, therefore, it went after the tick. Now it is selling the machinery.

The Harvester advertising men, gaining an intimate knowledge of the problems of the farmers to whom they wanted to sell, proceeded on the principle that the fertility of land could not be kept up unless the raising of live stock was a prominent part of the farmer's activities. The herds of the South were thin and sickly because of the tick. Northern cattle taken down there to infuse new blood would quickly die out. If cattle could not flourish then there would be no need of pas-

turage. There would be little incentive to raise alfalfa. Thus the rotation of crops would be impracticable. The company went in and conquered the tick. Now the South is raising live stock. Live stock needs pasturage. So some of the cotton land is devoted to this purpose. It needs alfalfa. So alfalfa is being grown—four or five crops of it a year on the same ground. The rotation of the crops has brought about necessary changes in the soil. The presence of the live stock has supplied vegetable fertilizing matter. The farmer of the South is prospering as never before. And the company together with everybody else in that line is selling more machinery.

And then you have to utilize advertising principles sometimes to sell your prospective customer into doing something that will increase his prosperity to a point that will enable him to buy your goods. More productive ground is what the International Harvester Company wants. But if it should come out and bluntly inform the farmer that the presence of live stock would enable him to fertilize his ground properly and provide all necessary crop rotation he might not be convinced. The subject would be too big to grasp at the one time. The company goes about it, therefore, by selling the farmer on live stock as a direct profit proposition. Then pasturage and alfalfa come as a matter of course. The land gets its rest and its fertilizing. The farmer's prosperity increases in direct proportion.

All this is valuable thought food for those advertising men—whose number happily is steadily growing less—who proceed on the basis that the advertising man's entire stock in trade is ability to write good copy and connect it up with the product by means of good printing, good paper and good illustrations. If one has a thing for sale it is good to be able to present by means of the printed word the news about

it in a way that will make the people willing to buy it. But still greater advertising is that which brings about conditions whereby the people are able to buy—and where they have the money to pay.

Advertise to Hold War-won Ground The war, as all of us know, was the means of bringing home to us facts concerning the nation's business of which most of us were previously ignorant. It was found that our industries had latent possibilities unsuspected before. Advertising found new fields open to entry, and since the signing of the armistice the advances have been tremendous.

American manufacturers have had their eyes opened to the opportunities before them. They are constantly discovering new avenues of activity. For example, take the cutlery industry. Events connected with the war revealed infinite possibilities both at home and abroad for American manufacturers in this line. The cessation of trade with Germany disclosed some astounding facts.

Charles H. Paine, editor of *The American Cutler*, tells **PRINTERS' INK** that in the year before the war the United States imported no less than 12,358,059 pen or pocket knives; 5,767,536 scissors and shears, besides razors and parts of great value.

"Of all the pocket knives imported into this country before the war," says Mr. Paine, "fully 90 per cent came from the Central Empires; over 90 per cent of the razors and parts had their origin in those countries, while over 97 per cent of all the scissors and shears imported in 1913 were of Central European origin."

These statistics startled the cutlery trade. American manufacturers lost no time building new plants, installing machinery and increasing their productive forces. It soon demonstrated that it could equip our army with virtually all needed cutlery and was also in a position to turn out necessary surgical and hospital equipment. At

the same time the consuming public was adequately, even if not plentifully, provided for.

So, in the United States we not only now have an immense cutlery production but one that gives us articles of the highest quality. A standard has been achieved in scissor making that renders the home product superior to the imported and on a par with American tailors' shears and trimmers, which are world leaders. The same applies to all the various other cutlery products of the nation.

The ground thus won must be held. Progressive manufacturers realize that the cutlery trade must now begin a process of education. It must not only educate the purchasing public as to the quality of American cutlery but it must also show the retail dealer how to pass the facts along to his customers.

Here is a field in which, though much valuable publicity work has been done, there are still great possibilities through intelligent and well planned advertising. The opportunity is there; it only needs to be recognized and acted upon. And the cutlery business is only one illustration. There are many others.

Walter G. Bryan Goes to New York "American"

Walter G. Bryan, publisher of the *Atlanta Georgian* and *Sunday American* during the last four years, has been made publisher of the *New York American*.

Buford Goodwin, who has been general manager of the *News*, Birmingham, Ala., will succeed Mr. Bryan as publisher of the *Georgian*.

Stockley in Agency Work at Baltimore

Sherwood C. Stockley, for the past year advertising director and research manager of Parker Bridget & Co., men's clothiers, Washington, D. C., is now with the Geo. A. Deatel Company, advertising agency, Baltimore, Md.

E. D. Gibbs Made Goodrich Advertising Director

E. D. Gibbs has been appointed director of advertising of the B. F. Goodrich Company, Akron, O.



FOR the better conduct of this business, we have acquired our own quarters at 44 Hancock Ave. East.

We will occupy these premises on and after October 1, 1919.

THEODORE F. MACMANUS
Incorporated
Advertising

Detroit, Michigan
44 Hancock Avenue East
Glendale 7680



PERSONNEL

Theodore F. MacManus

Lee Anderson

Arden Yinkey

W. J. Mattimore

J. F. Cremer

W. H. Larkin

F. J. Mooney

E. J. Steiner

M. W. Todd

M. J. Casey

Experienced Merchandise Man

A large and well-known New England Mail Order House requires the services of an experienced merchandise man who is familiar with women's wearing apparel, linens, lingerie, etc.

A man who has had considerable catalog experience is preferred.

In writing please give a full account of past experience and also state what salary would be entertained.

Address:

"S. H.", Box 53, Printers' Ink

"Fresh Fields and Pastures New"

Perhaps you are seeking them; perhaps not. If you are not, have you asked yourself **WHETHER YOU SHOULD NOT?**

We are ready to discuss with an opportunity-seeking man what it would mean to him in dollars and cents to sell the **PRINTING SERVICE** of an up-to-date print shop; to help add to our present line of satisfied customers.

We have the equipment for large volume and creditable work; we have the desire to give right reward for the right effort.

The man of small results can grub along in any old field; but the man of large results needs new fields at times to do his best work—and perhaps our place offers you that field.

Who can tell?

Try it, if you seek opportunity, by addressing us for interview (in dependable confidence, if you so desire).

Address P. J., Box 59, care of Printers' Ink.

Chicago Ad Men in Salvation Army Drive

Chicago advertising and newspaper men will undertake to raise \$40,000 as their part of the \$1,500,000 fund for the Chicago Home Service Campaign of the Salvation Army. At the request of the Salvation Army the Trades Committee Organization which handled the Liberty Loan drive so successfully will put on the campaign for raising this fund during the week of September 22 to 29. William H. Rankin, president of the William H. Rankin Co., Inc., advertising agency, as chairman has called into service the various vice-presidents and other workers who took part in the Liberty Loan drive.

Variety Merchants Change Plans

The National Variety Merchants' Association, mention of which was made in **PRINTERS' INK** a short time ago, has now enlarged its original plan so as to take in all retailers who handle popular priced merchandise. This will make drygoods, department, general, hardware and drug stores eligible for membership. The object of the association is to try to improve advertising and selling methods of merchandise retailing all the way from five cents up to a dollar.

Retail Clothiers Want Exports Curbed

The National Retail Clothiers Association as a result of its meeting in Chicago, is preparing to bring pressure upon Members of Congress to prohibit the shipment of fabrics abroad until the American market is supplied at reasonable prices. This is a part of a determined fight to be waged by the association with the object of reducing the price of clothing.

Dow, Jones Handling Chicago Advertising

Dow, Jones & Company, New York, are handling the account of the Great Lakes Trust Company, Chicago. The work is in charge of Glenn Griswold, who for six years was financial editor of the *Chicago American* and the *Chicago Tribune*, and left the latter institution July 1 to enter the advertising field.

Nemethy With Chope-Stevens Paper Co.

Joseph G. Nemethy, formerly assistant general manager of the Franklin Press, Detroit, has joined the staff of the Chope-Stevens Paper Co., also of Detroit, as head of the advertising service department.

The CORMAN COMPANY
Merchandising Counsel Advertising Service

19 WEST 44TH STREET

NEW YORK

Requires Additional

**COPY WRITERS
and SERVICE MEN**

*Applications by letter only. Give full
particulars.*

"Not how much we make—but how well we build"

BURNHAM & FERRIS
ADVERTISING

Murray Hill



4997

30 East 42ND ST.

New York City

FOR CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

MONTREAL

LTD.

**Advertising
Electros**

Ask for Prices
General Plate Co.
Terre Haute, Ind.
Marquette Bldg. Chicago

**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**

B & B SIGN CO. INC.
341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

The Little Schoolmaster's Classroom

"WHY," asked a member of the United Typothetæ of America at the meeting of the advertising department of the organization during the recent annual convention in New York City, "why do pictures of 'tin horn sports' figure so largely in the illustrations for men's clothing?"

The question did more than evoke a laugh—it brought forth the following entertaining answer from an art manager.

"There is a distinct difference," said this art manager, "between the methods of advertising men's clothing and the methods of advertising women's apparel. Men are interested only in the general effect—they want to see how they themselves might look in the clothes. Hence they do not care for details, but an impressionistic portrayal of the general effect. Women, on the other hand, are much more interested in details—they want to see just how the embroidery and lace look and all that sort of stuff. Consequently the illustrations of women's clothes are jammed with details. Impressionism, as a general thing, is lacking in women's apparel illustrations. Now as to this so-called 'tin horn' sport thing in men's clothing illustrations. I may be wrong, but to my mind the reason for it is this—it is the younger, more impressionable class of men who are led to buy clothing through seeing these ads. This class of men is the most consistent and alert in following the styles and, therefore, it is natural for clothing advertisers to appeal so continuously to them and in the manner in which this appeal is made."

The Schoolmaster has had to smile to himself twice a day lately as he has passed a certain poster advertising a tooth-paste as "Better than the tooth-paste that you have thought the best."

Cannot the class picture the mental struggles of the man who

wrote that sentence? He felt the inadequacy of ordinary superlatives; they were worn out. It would make no dent in the public consciousness merely to claim that his was the *best* tooth-paste.

However, he *must* get this superlative idea across; he simply *must*! Finally a brilliant idea—*better* than the best! But if he claimed that, it would be merely his own judgment. Why not hang it onto the reader's judgment? Why not, indeed? And so "Better than the tooth-paste that you have thought the best." That would stop 'em! They (meaning *everybody*) would *have* to appreciate the superlative quality of his tooth-paste when they read that statement.

But the Schoolmaster must admit to having read it unmoved by anything but a feeling of amusement. He is still using his old favorite tooth-paste, and can't even remember the name of the new paste.

Experienced advertising men have long since abandoned the idea of attempting to browbeat the public into seeing things their way. While it is true that it is possible through advertising to make people believe that a particular tooth-paste is better than the one they are now using and think best, it cannot be done effectively with any such flat statements as the one quoted. Writing advertisements is a subtle art, and dealing in superlatives calls for the greatest *finesse*. It is no job to be tackled with a whitewash brush!

* * *

The sales manager of a large nationally known business recently told the Schoolmaster that one of the most effective stunts he has worked out for a long time is a pink-sheet letter he sends out every week to his men on the road. This letter, instead of bearing the firm's name at the top, is headed simply, "What Is Going

CO-OPERATION WITH ADVERTISING AGENCIES

Because the complex fields contained within the Lumber Industry present many problems that necessitate thorough engineering investigation and sales research, a number of the Leading Agencies have found the co-operation of our Research Department most effective.

Whether the problem has to do with the developing of sales to sawmill and woodworking plants or involves the merchandising of some product used in building through the medium of the Lumber Dealer, we stand ready to furnish facts—not merely generalities, but tangible, specific information.

We are particularly pleased to render such service at the call of any recognized Advertising Agency.

LUMBER

Arcade Building, St. Louis

243 West 39th Street

New York

George Seton Thompson Co.

Planning
Copy & Art
Printing
Mailing

{ Advertising
SERVICE }

Booklets
Circulars
Catalogs
House Organs

122 West Polk Street, Chicago
Wabash 7316

ALBERT R. BOURGES

CONSULTING PHOTO ENGRAVER

FLATIRON BUILDING NEW YORK CITY

"ENGRAVING INSURANCE"

If You File Rate Cards You Need Barbour's Rate Sheets

Write Us Today

538 South Clark Street, Chicago

Classified Advertising

secures Agents or Salesmen; sells Land, Stock or Business, or reaches Investors. Get in touch with us. Proof of insertion guaranteed. Our 40-page catalogue, "Papers That Pay," free upon request.

ANKRUM ADVERTISING AGENCY,
Largest classified agency in the U. S.
20 W. Jackson Blvd. Chicago, Ill.

ARTIST

is seeking permanent position with Agency, Studio, Publishing or Printing house where he can develop. Age 25, married 5 years, varied experience in pen and ink, wash, color, etc. He will start for a moderate salary and promises to be a "find" to the one that will give him a fair trial to show his abilities. Will consider any promising proposition. Address

"Worker," Box 61, Printers' Ink,
833 Peoples Gas Bldg., Chicago.

PRINTING *Real Service*

The REFFES-SANDSON CO.
Printers of Color and Half-tone work
314 EAST 34TH STREET NEW YORK CITY
PHONE MURRAY NELL 6-592-3

On," and each week this sales manager tells what some man on the force has done. Under the main printed title is a subtitle, typewritten, such as, "What McDonald Did," or "How Jones Put It Across."

Sometimes the whole letter is devoted to telling how "it" was done; other times part of a letter from the salesman is quoted.

The Schoolmaster read over several of these "What's Going On" letters and he found them very newsy and interesting—and just a bit inspiring, too, though they haven't the now-you-must-be-gingered-up taint that attaches to many sales manager's bulletins.

After he left the sales manager's office, the Schoolmaster fell to wondering what it was that made this pink letter seem different from the ordinary sales department bulletin. And he decided that it was this: that these letters suggest action instead of *gingering*. They start off right—"What's Going On"—and they stick to action all the way through, telling inspiring facts and letting the men write their own editorials. Just as there is nothing more stimulating to a keen man or woman than to read the biography of a man who has done things, so there is nothing more stimulating than to read of the accomplishments of one's contemporaries—if they are told in a chatty, interesting way without being too ginger-coated.

* * *

In almost every business there comes at some date a time when the advertising manager and all connected with the enterprise feel that they are up against it good and hard—all the ideas have been used up, there's no new slant to be found, the well of inspiration has run dry! It is felt that there's nothing new to be said, no enlivening viewpoint to be found and that there's nothing left to do but rattle the old bones again and hope that the effort will sound like a result-getting advertisement.

But is this ever true? Isn't it a fact that no matter how extensively and exhaustively a subject has been threshed over there's

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always something new and different that hasn't yet been said?

Certainly it would appear to a superficial observer as though all the advertising slants on the clothing business had been done to death long ago. And yet here are the Royal Tailors coming across with a corking idea—a radical, amazing viewpoint that will make everyone take notice.

Imagine clothes bearing the label of the manufacturer prominently on the coat just over the heart! What a splendid advertisement they would be for the manufacturer of good clothes! But clothes do not carry such labels and because they don't this "suppressed identity" is, according to new advertisements just issued by the Royal Tailors, a real advertising hardship.

* * *

"Most goods advertise themselves by keeping their trademarks in plain view of the world," the ads state, "but the tailor's genius is a genius with a muffled ballyhoo. His product must hide its name-plate beneath layers of cloth and lining. And only through actual test—or through the word of wearer to wearer—can it proclaim itself."

The advertisements further state that "Here lies the big advertising handicap of the tailoring business" and that the handicap lies in this point: That while the quality of a suit can be recognized the name of its maker cannot be seen.

To drive home the argument the ads are strikingly illustrated with a James Montgomery Flagg pen and ink drawing showing how Royal Tailor labels might appear on coats and how a man wearing a similar suit would recognize and smile appreciatively at the other men in much the same way that the owner of any particular brand of automobile smiles when he meets another car of the same make.

The news value of the ad in presenting this unique phase of the advertising business is hooked up to the Royal Tailors product through the headline which reads, "If labels were worn on the out-

To Secure Trade from South and Central America, Mexico, West Indies, Spain, Portugal, etc.

ADVERTISE IN

EL COMERCIO

Established 1875



The Oldest Export Trade Journal in the world.

Circulation Audited by A. B. C.

Sample Copy, Circular, Rates and full particulars upon request.

J. Shepherd Clark Co.

Editors and Publishers

BURNET L. CLARK, President & Mgr.
114 Liberty St., New York City

BUILDING SUPPLY NEWS

Recognized in the
Building Field as
"The Dealers' Own Paper"
610 Federal St. Chicago



and BUILDING MANAGEMENT

Its readers construct, equip and maintain, office and apartment buildings. They buy vast quantities of materials, equipment and supplies for this work.

City Hall Square Building, Chicago

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs.,
5,000 copies monthly, reaching hardware
dealers and jobbers. Sample on request.

15 Park Row New York

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders 3½x6¼ in. \$8.00
Each additional thousand 2.50
1000 4-page Folders, 4x9 in. 10.00
Each additional thousand 3.50
1000 4-page Folders, 6x9 in. 13.00
Each additional thousand 4.50
FREE—our large package of samples

ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

COLLINS-KIRK INC.

That our clients may be personally served in a manner insuring maximum results, is considered the first duty of this agency.

MERCHANDISED ADVERTISING
McCORMICK BLDG., CHICAGO, U. S. A.

LOS ANGELES EVENING HERALD

The all-the-year-round automobile advertising medium in the land of sunshine. Complete motor section each Saturday.

DAILY CIRCULATION
127,773

Charter Member A. B. C.

**MICHIGAN
BUSINESS FARMING**
Michigan's Greatest Farm Weekly
80,000 BUSINESS FARMERS 45¢ PER COPY
Michigan has 210,000 farms and over
125,000 Farm Owners
Geo. M. Stodum, Pub. Mt. Clemens, Mich.

ZEEN-YAH, O-HI-O

XENIA, Ohio. The Evening Gazette & Morning Republican have the full leased wire United Press Service—the News of Newspaperdom.

To Trade Papers— SPECIAL REPRESENTATIVE:

5 years Advertising Manager prominent trade journal, A-1 record, is now open for special representation, in Eastern territory, of first-class trade publication. A worthwhile proposition.

Address, S. K., Box 58, Printers' Ink

side of clothes we would not need to advertise," and through the body of the ad which states that because clothes are unmarked "we must advertise to you—writing the story of Royal Service ON PAPER in the hope that later on we may write that story for you in worsted and silk."

Agriculture Heads in Our Exports

Agricultural products of the United States continue to be exported in an amount exceeding the export volume of manufactured goods. The total foreign commerce of the United States for the fiscal year ending June 30, 1919, amounted to \$10,169,888,111, divided as follows: Imports, \$3,095,876,582; exports, \$7,074,011,529.

The foreign trade in agricultural products for the same period totalled \$5,770,917,553, or 57 per cent of the entire foreign trade. The agricultural imports amounted to \$2,074,883,620, or 67 per cent of the total imports, while the exports were valued at \$3,696,033,924, or 52 per cent of the entire export trade.

Advertising Enters into Tailor Strike

Advertising is being used by the merchant tailors of Providence for the purpose of giving the public their attitude toward a strike of journeymen tailors.

An agreement which the striking journeymen tailors submitted has been in the advertisements. A statement of the principles of the merchant tailors follows the agreement.

McGuckin Has Franklin Baker Account

The advertising account of Franklin Baker & Co., Inc., Philadelphia, maker of shredded coconut, has been obtained by the Eugene McGuckin Company, advertising agency, Philadelphia, Pa. A national advertising campaign, employing women's publications, is planned.

Robbins An Officer of A. J. Deer Co.

L. G. Robbins, who has served the A. J. Deer Company, Hornell, N. Y., as advertising manager, manager of the collection department, and general sales manager, has been recently made vice-president and a director of the organization.

"GIBBONS Knows CANADA"

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

WANTED—Man to manage and develop classified advertising for one of the oldest and only evening papers in city of 100,000 population, New York State. Address Box 751, P. I.

New York office Western trade paper needs live man in news department, to start at \$25. Familiarity with trade paper work essential.

Box 775, Printers' Ink.

WANTED—Thoroughly experienced commercial artist for designing and lettering. Must know period styles. Call with samples from 11:30 to 12:30 A.M. The Rebele Studios, 23 E. 26th St., N.Y.

WANTED

Photograph retouchers and half-tone finishers. Howard-Wesson Co., Worcester, Mass.

Advertising copy writer with advertising agency experience. Idea man preferred. State age, experience and salary expected. Address: W. A. Krasselt, care of The Cramer-Krasselt Co., Milwaukee, Wis.

Men of Force and Character Can Cash In on unique opportunity. Experience in selling syndicated ad-service—newspaper, direct-by-mail, billboard, street-car—essential. Largest manufacturer offers exclusive territory to those who qualify. Our distributors make over fifteen thousand per year. Address Merchants' Service, Dept. 1341 Diversey Pkwy., Chicago.

Wanted Assistant Adv. Mgr.

to big national advertiser located between New York and Chicago. Applicant who possesses following qualifications will best meet requirements of position: Age about 30; actual experience in magazine and trade paper adv., house organs and circular mailing campaigns; executive ability and tact to handle dept.; know printing, type, layouts and engraving; and above all be able to carefully and quickly follow instructions, regardless of own opinion; a man who not only knows above, but who can learn other ways and things. Most of his time to be spent writing copy, preparing layouts and working out details. **No job shifters**—only thorough, accurate and conscientious men need apply. An opportunity to connect with high-calibered house. Address, stating salary wanted, giving complete personal business history, and full details with reference to all of above qualifications and photo of yourself: Box 754, Printers' Ink. Replies held strictly confidential, but be prepared to give references as to character and ability in case of favorable consideration.

SALESMAN: An unusual opportunity is offered to handle an established interesting specialty either as an exclusive selling proposition or side line. Write for information, stating territory covered, line now selling, etc. Box 750, care of Printers' Ink.

REPRESENTATIVE WANTED

Young, good education, some knowledge business methods. Prefer Southern born. Straight salary with daily newspaper. Will train in subscription and other work, later giving good Southern territory. Box 752, P. I.

Large manufacturing stationers require the services of a first-class printing manager. Must be qualified to estimate on all kinds of general office printing, lithographing and book-binding and capable of handling entire printing department. Good salary to the right man. Further particulars in a personal interview. Address Box 765, care Printers' Ink.

Editorial Assistant

with knowledge of the hosiery field, wanted by newly established publication in the West. An opportunity that some live wire has been looking for. Address "Editor," care

American Footwear

155 North Clark St., Chicago.

Opening For Merchandising Man

Assistant merchandising man familiar with food products line. Must have exceptional qualifications to promote interests of packing establishment of long standing and excellent reputation.

Prefer man thirty to thirty-five years of age with good education, vision and energy.

Upon demonstration of ability, extraordinary opportunity to become merchandising manager.

Give details as to present employment and experience.

Application will be held in strict confidence.

Address, Box 773, Printers' Ink.

WANTED—Advertising Solicitors and possibly men who can write copy on big evening daily newspaper, in large city on Great Lakes. In answering give experience, age, married or single, and salary expected to start. Address Box 753, care Printers' Ink.

Copy Writer Wanted

By a large, high-grade Department Store in Greater New York, young man to prepare newspaper copy and booklets, based on thorough familiarity with department-store merchandise, especially home furnishings and men's wear. He must be able to write interesting selling copy in good English and know type, illustrations and layout, as he will be expected to plan and carry out his advertising from start to finish. An excellent opportunity for the man who can meet these requirements. Reply, stating age, experience and salary expected. "Copy Writer," Box 766, Printers' Ink.

MISCELLANEOUS

Twelve Dollars a year brings to your desk fifty new ads a month on any subject taken from papers of United States and Canada. Press Clipping Association, Buffalo, N. Y.

WANTED

To buy an established weekly newspaper, or interest in small daily. Address, giving price and prospects, The Bulletin Company, 50 Maywood St., Worcester, Mass.

POSTAGE. The magazine that tells how to transact business by mail. A necessity in every business office. \$1.00 for six months. 25c. a copy. **POSTAGE.** 1 Madison Ave., New York

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
American Type Founders' Products
Printers' and Bookbinders'
Machinery of Every Description
CONNOR, FENDLER & CO.
Ninety-six Beekman St.
New York City

Are You Losing That Account Because of the Art Work?

**WILDMAN ART SERVICE
WILL SAVE IT FOR YOU**
118 East 28th St., New York
Phone 9220 Mad. Square

WANTED—Electric (A. C.) Power Addressograph in First-class Condition. State Model, Condition, Price, etc. M. F. Judd, 1791 Main St., Stratford, Conn.

WANTED

Monotype keyboard, style D, with or without equipment. Wire full information and price to the Standard Printing Co., Louisville, Ky.

Reach all your prospects at one time by personal letter. We offer PRINTOGRAPH fac-simile typewriting machine, motor driven, completely equipped. Room 601, 377 Broadway.

FOR SALE—Set of **PRINTERS' INK** (Jan. 1906 to date.) Highest bid takes them. Unbound. Good condition. Also 50 duplicates. Mail offer to E. J. T. 909 95th St., Woodhaven, N. Y.

We want to buy all or part of Addressograph Equipment for large list, including Graphotype with large and small letters, Frames, Plates, Trays, Cabinets. Address Box 759, Printers' Ink.

POSITIONS WANTED

REAL EXECUTIVE AVAILABLE
12 years exceptional experience as office organizer and manager. It is worth writing for more details; 32; married. Box 768, Printers' Ink.

Agricultural—Young man, alert, creative mind, graduate journalism at agricultural college, wishes connection. Doesn't know it all, but wants to learn agricultural advertising. Box 772, P.I.

Young college man, some business and advertising experience, wishes to secure position in Middle West in the service department of an advertising agency or as assistant to advertising manager. Address B. E. L., 633 Maryland, Milwaukee, Wis.

Services for Sale

Advertising Copy Writing
Merchandising Investigations
Editorial and Make-up
Office Management

If in the market for any or all of the foregoing, developed through fifteen years' publication office and advertising agency experience, please appoint interview.

Box 774, Printers' Ink.

ADVERTISING MANAGER

open to build up sales promotion and "Follow-Up" for salesmen; builds business getting catalogs and folders; handles artwork, engraving and printing; correspondent and executive. Minimum salary, \$3,500. Address Box 756, care of **PRINTERS' INK.**

PRIVATE SECRETARY and business assistant. Well educated, tactful, good business training manufacturing line. Age 30; married; can furnish excellent references; salary \$2500. Box 760, P. I.

ARTIST

AGENCY AND ENGRAVING HOUSE EXPERIENCE, WANTS POSITION IN NEW YORK. LETTERING, DECORATION AND BLACK AND WHITE WORK. ADDRESS BOX 767, P. I.

As Assistant Advertising Manager—A young man, married, with thorough knowledge of marketing, merchandising and production work obtained from six years advertising experience, wishes to connect with a manufacturer where this knowledge will increase sales. Box 761, Printers' Ink.

Young man, 23, desirous of locating in Latin America, would connect with any reliable firm doing business there. Two years university work and Spanish student, but not a fluent talker now. General selling and advertising experience. Will start at bottom and pay own transportation to any country except Northern Brazil. Acquainted at Tampico, Mex. Box 770, Printers' Ink.

IN DENVER, COL.

Or nearby town, by Copy Writer with ambition and ability. Age 25. Married. College graduate. I. C. S. Student. Eight years' newspaper experience. Now successfully conducting Chicago Service Dept. for two allied trade journals of National Reputation. No lung trouble. Best of references. Address "1203," 130 N. Wells St., Chicago, Ill.

Mr. Publisher or

Advertising Manager

ARE YOU LOOKING FOR AN ABLE AND EFFICIENT YOUNG MAN WHO HAS HAD 12 YEARS' EXPERIENCE IN ORDER, ACCOUNTING, CASHIERS, BUSINESS, ADVERTISING DEPARTMENT AND ADVERTISING SELLING OF A LARGE METROPOLITAN NEWSPAPER? A PERSONAL INTERVIEW WILL UNDOUBTEDLY PROVE MUTUALLY SATISFACTORY. SALARY OR COMMISSION. E. E. W., BOX 764, PRINTERS' INK.

**Experienced
Advertising Manager
Salesman
Sales Manager**

Brought up in the manufacturing business. Sold in retail, wholesale and investment lines. Trained in two of country's foremost advertising agencies. A real salesman: An instinctive merchandiser. Now advertising manager and assistant sales manager; and have hit the limit of present connection. A man's man. An aggressive leader. Let's talk your problem over and see where I CAN HELP YOUR BUSINESS GROW Box 769, Printers' Ink.

Army Lieutepant back from overseas is out of a job. Ten years printer-reporter experience in weekly-daily offices. Graduate 23rd St. Advertising School and student I. C. S. adv. course. Want real opportunity in production end of agency or corporation. Married. Age 33. Box 763, Printers' Ink.

ADVERTISING WRITER with executive experience retail publicity; copy-writer with magazine publishers; descriptive writer mail order section department store; responsible position daily trade paper. Experience layout, type, proof-reading, engravings. Capable of all details. Will consider offers outside New York. Helen F. Smith, 79 Washington Place, New York City.

ADVERTISING

Position desired by young woman with nine years' department store and specialty shop experience as advertising assistant. Knows high-class merchandise, style value and good printing. Prefers directing advertising or assisting busy advertising manager. Personality, tact, initiative. Box 762, Printers' Ink.

ADVERTISING MANAGER—This man has health, energy, brains, backed by broad business training. Technical education; mail order, newspaper and agency experience; writes sound, forceful and interesting copy; clear, straight-line thinker with merchandising ideas; good personality. A persevering worker looking for a real opportunity. Age 28; married. Salary \$3,000. Box 758, P. I.

Advertising Manager

of large eastern corporation, desires to locate in Chicago.

Expert in the creation of original, expressive and productive copy. Good at layout and typography. Familiar with all phases of the Graphic Arts. Ideas and expressive phraseology. Strong on analysis and the creation of advertising matter which is complete and harmonious in all its parts. Young—perfect health, and cleanly and temperate in conduct of life.

Will accept position which affords opportunity to thoroughly exercise above mentioned qualifications.

Address H. B. M., Box 755, Printers' Ink.

**SALES AGENCY
WANTED**

Salesman, established, exceptional ability, past 15 years treasurer and sales manager manufacturing corporation, dissolved because conditions resulting from the war, would represent manufacturer or wholesaler in Philadelphia territory. Commission basis. Will open office, organize and finance selling force if more than individual effort is required. Box 757, PRINTERS' INK.

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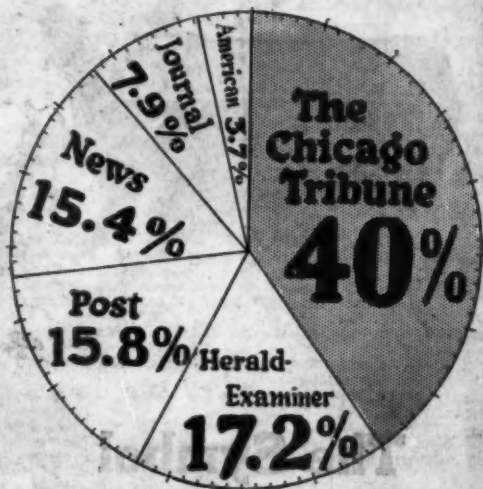
The Symbol
of
National Circulation

CHICAGO

Thos. Gsack Co.

NEW YORK

DOMINANCE



The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

printed more than twice as much automobile advertising in August as any other Chicago paper. The chart above pictures the total motor advertising (display) carried by each paper.

Tribune rates per line are highest, but measured by results no other Chicago paper approaches The Tribune in economy. Far more than half the money spent for newspaper advertising of autos, trucks, and accessories in Chicago is spent in The Chicago Tribune because The Tribune, and The Tribune alone, blankets the field.

